NOVEMBER 14, 1955

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

25TH year

FOOD FOR THOUGHT

CARL MOORE

Six mornings a week, Carl Moore proves his drawing power by attracting a very large share of the Boston listening audience. Key *your* food advertising to a sales-proven personality—WEEI RADIO's Carl Moore!

MORGAN BAKER

Morgan Baker's informal, but informative, sales appeals are backed by actual product testing by a panel of Boston housewives. There's no trick to selling with Morgan Baker . . . when he sells 'em . . . they BUY!

PRISCILLA FORTESCUE

Priscilla Fortescue's infectious enthusiasm, plus guest stars, and her on-the-spot recordings from all over the world, sparks her listeners to move *your* product off grocers' shelves in Greater Boston!

MOTHER PARKER

Mother Parker's skilled interpretation of food facts has won the confidence of thousands of Boston housewives. Over 200 sponsors have already relied on this confidence to sell *more* of their products in Boston!

JOHN SCOTT

Smooth salesmanship by John Scott plus audience-building music by top recording artists, combine to make his shows your best bet to sell *more* of your product to his legion of listeners in the Greater Boston market!

If you want your share of NEW ENGLAND'S No.1 MARKET *use*

WEEI BOSTON

Represented by CBS Radio Spot Sales

Another thinly disguised WJR success story

"Let me see one of those big, blue diesels Marshall Wells told me about this morning"

Marshall Wells, farm editor for WJR, Detroit, sold a tractor a while back.

A farmer came into the sponsor's Lapeer, Michigan, dealership and said, "Let me see one of those big, blue brutes Marshall Wells told me about this morning."

Although the farmer had been interested in other makes, he took Marsh's word and bought a big, blue diesel tractor. One day, while he was working it in a field, one of the competitive tractor salesmen asked if he had bought it.

"Yep, on the one condition," said the farmer, "that it'll do everything Marsh Wells says it will."

"It will," sighed the salesman, and went home.

Even competition can't argue with Marsh Wells.

In a recent survey of listenership in WJR's primary coverage area, Alfred Politz Research, Inc. discovered that 37 percent of all listeners always tune in Marsh for farm market reports. There are 196 other stations dividing the rest into small portions.

Marsh is an expert—so recognized by sponsors and listeners alike. His integrity breeds astonishing loyalty. His talent is a valued part of WJR's $1 million annual local talent budget.

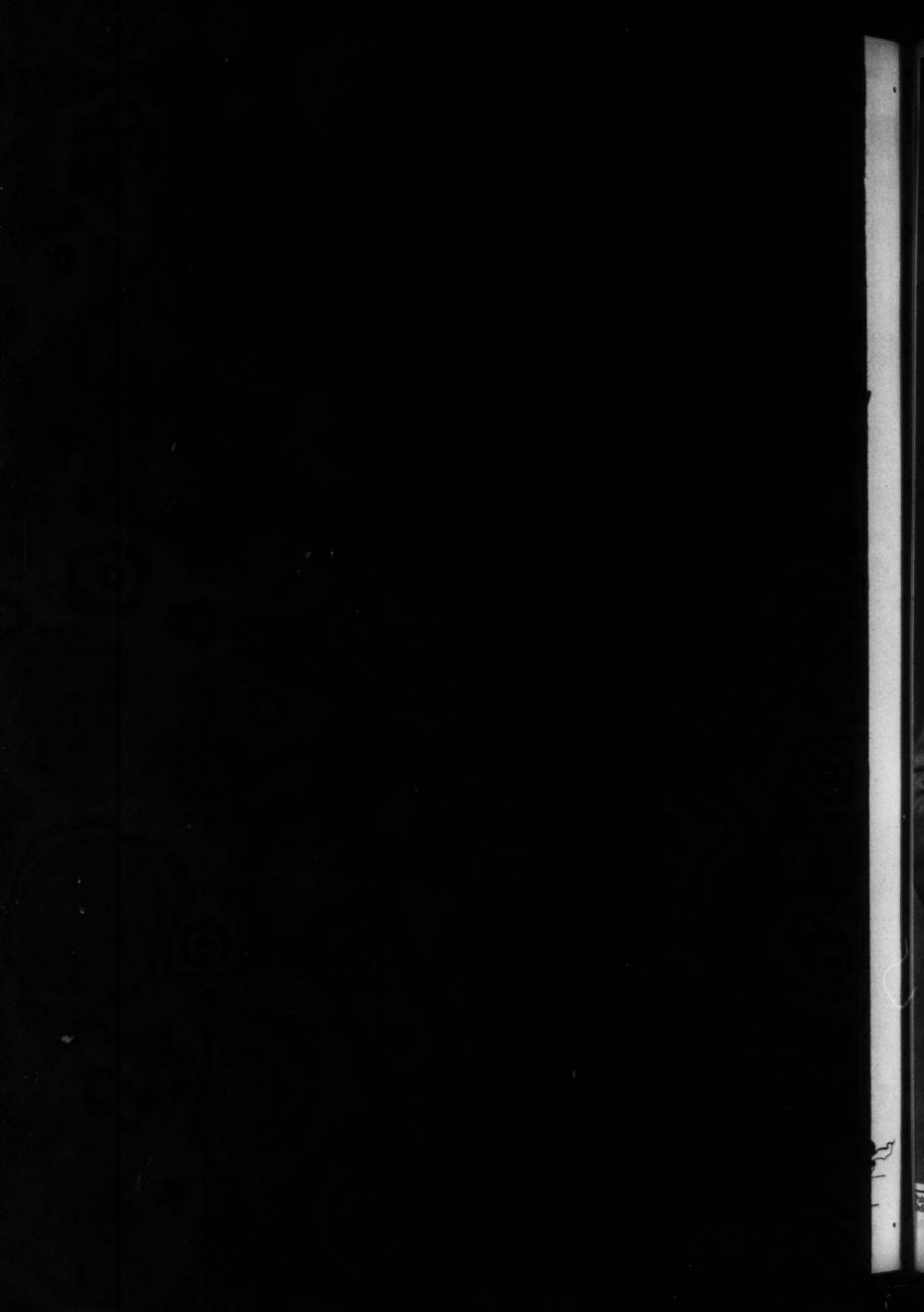
His sponsors keep on renewing. Like other smart advertisers, they know spot radio on WJR is the fastest, cheapest way to move goods in the Great Lakes market. Maybe your advertising manager knows, too. Ask him.

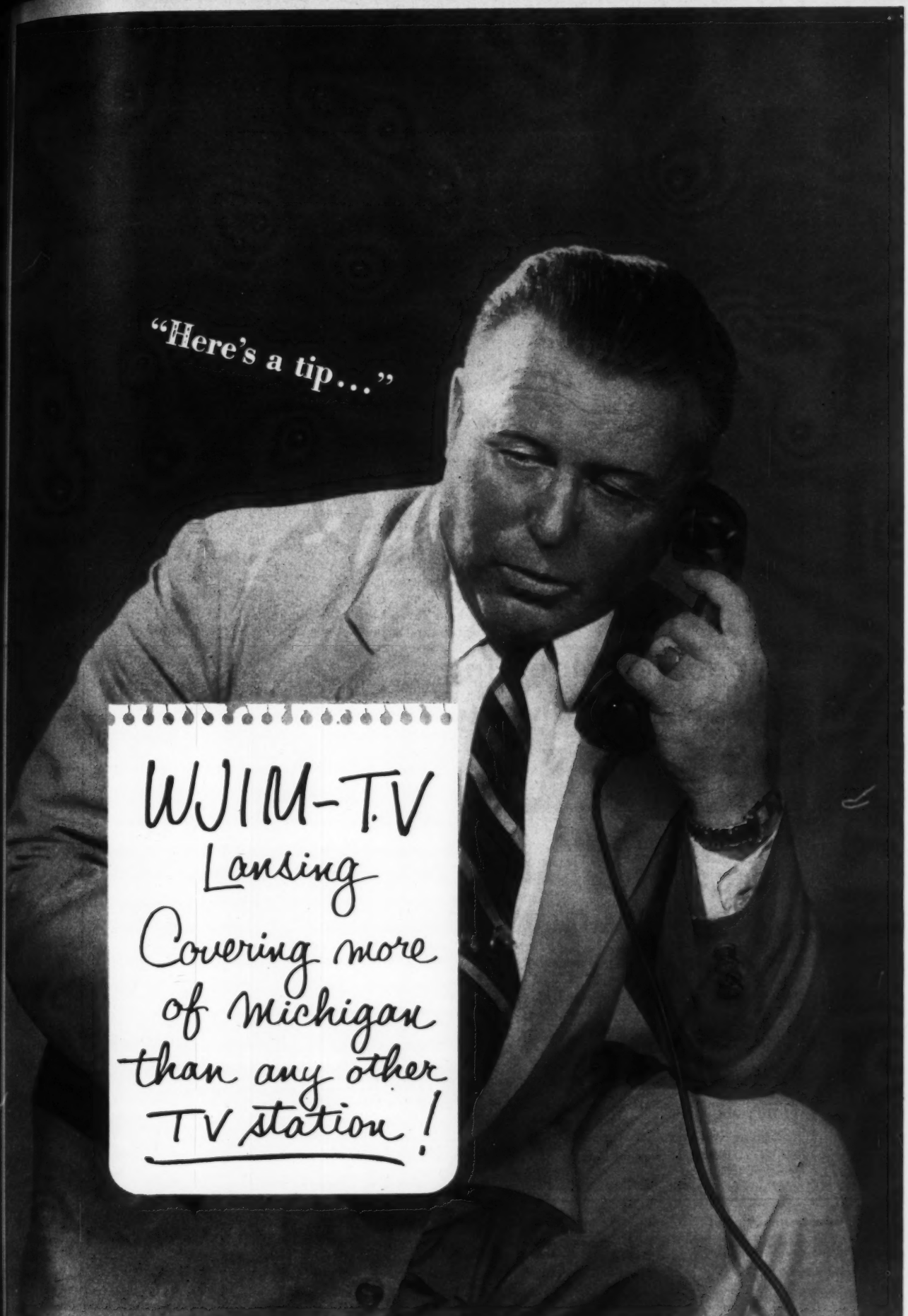
The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.





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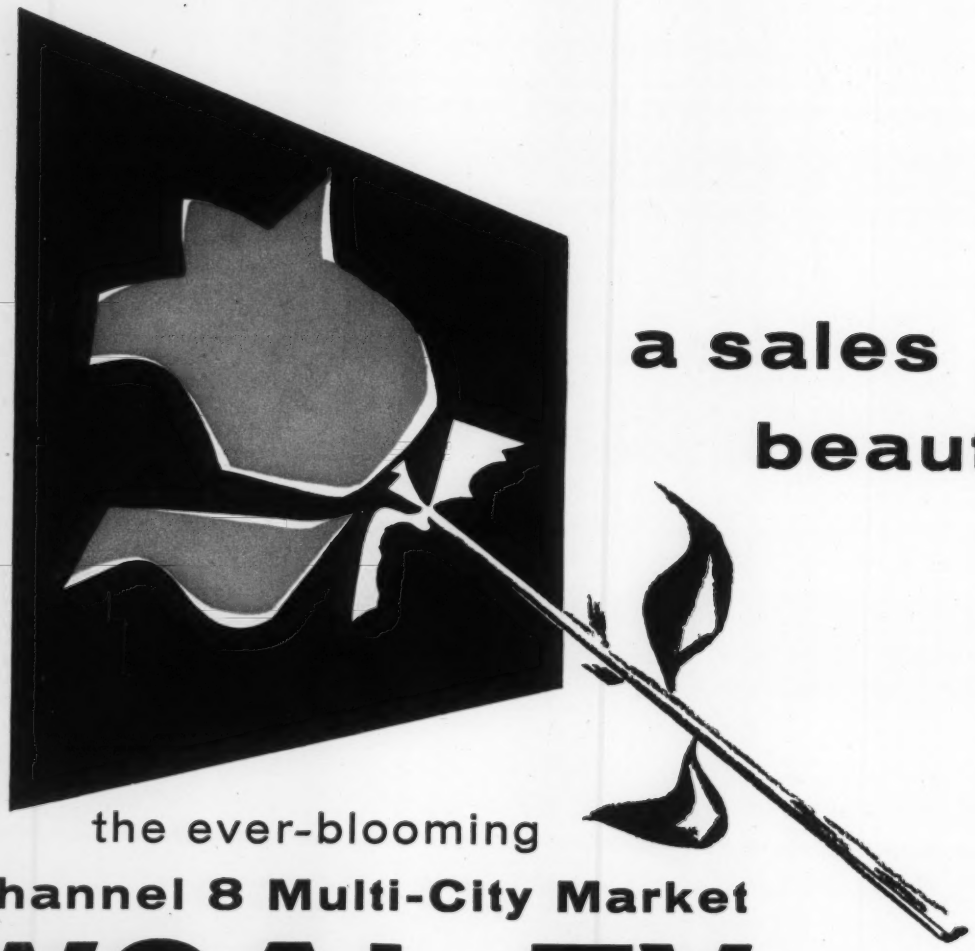


a sales beauty

the ever-blooming

Channel 8 Multi-City Market

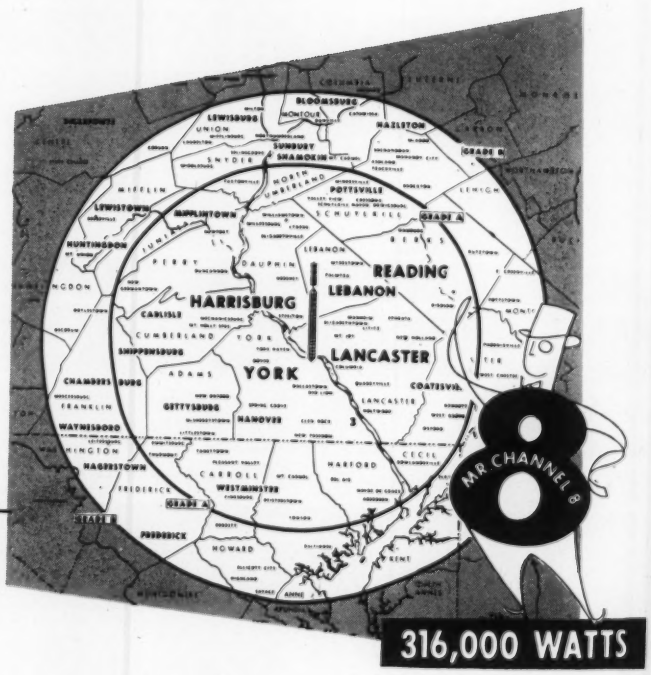
WGAL-TV

LANCASTER, PENNA.

NBC and CBS

Ever-growing sales are *yours* in the Channel 8 Multi-City Market. It's a vast, diversified region—a *buying* market. Sell the 3½ million people who live here, who own 912,950 TV sets and who spend $5½ billion annually.

STEINMAN STATION
Clair McCollough, *Pres.*



Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit.

SCATTER SCUTTLEBUTT • Arrival of scatter propagation communications systems on scene [B•T, Oct. 24] is seen in some quarters as possibly heralding major impact on entire spectrum allocations. Present techniques use vhf bands up to 60 mc, but underlying theories is thought that entire vhf could be used to great advantage. This brings tv and fm broadcasting into purview of scatter advocates —the military being among foremost. Whole subject may be aired at scatter seminar in Washington today and tomorrow sponsored by Institute of Radio Engineers groups and George Washington U.

B•T

HAMSTRINGING features of political broadcasting law are already at work—full year before 1956 presidential election. Thinking they might be able to persuade him to admit live television to news conference set for Wednesday morning, day after his expected announcement of candidacy, advisors to Adlai Stevenson first sounded out tv networks. As of late Friday they had found networks cool. Reason: Mr. Stevenson will be avowed candidate Wednesday and to broadcast lengthy news conference would expose networks to rash of demands for equal time. Issue won't be settled until today or tomorrow.

B•T

LINEUPS FORMING • With FCC network tempo being stepped up (witness meeting in Washington today [Monday] of network heads with FCC Chairman McConnaughey at latter's call), some independent tv stations reportedly are planning their participation in proceedings, probably *amicus curiae* or as "friends of FCC." Their big complaint presumably is freezing out of program product through syndication and effects of "option time."

B•T

NUMBER of old-line vhf stations, concerned about where things may be headed in efforts to break down present allocation tables and thereby curtail their present rural and remote coverage, are beginning to talk up formation of protection committee to counter efforts of organized uhf stations seeking such changes. Presumably group would be tv counterpart of clear channel organization set up quarter-century ago to protest incursions on power-station am coverage.

B•T

NEW NETWORK ROLE? NBC Executive Vice President Robert Sarnoff is recipient of thought-provoking letter from midwest broadcaster calling for new network approach on programming. Briefly, concept of proposal is that networks offer programs (mostly news) as press associations offer their services to clients. Thesis is that tv has evolved as primary entertainment medium of broadcasting and that local radio stations are doing excellent local job, but networks would add national or international aspect.

B•T

THERE's good chance top level meeting between FCC and Office of Defense Mobilizations officials on swap of some uhf channels for few vhf channels from military may take place this week. Conference will be strictly exploratory, it's understood, but it's move toward FCC Chairman McConnaughey's hope to settle one way or other possibility of adding more vhfs to television. Question of capturing government channels for broadcast services has always been live one in Washington communication circles, but this is nearest FCC has ever come in moving toward that goal.

B•T

CLEARANCE TROUBLE • They may not know it, but salesmen for some film companies are making no friends among agencies and station representatives—and may lose business—by promising station clearances they can't deliver. Complaint: That some salesmen, to clinch sale of film property, will "guarantee" clearance of specific prime hours on top-rated stations which agencies have not been able to clear through reps. Result: Reps look bad to agencies and agencies look bad to their clients—till it turns out these salesmen can't produce more than small percentage of clearances they'd promised. In fairness, these sources say, it should be noted that there are instances—"not commonplace," they say—in which film salesmen became heroes by delivering clearances after others had failed.

B•T

DOES White House still plan to rotate chairmanships on independent agencies, in line with statement made last year when President Eisenhower named new chairmen for Civil Aeronautics Board and FCC? Question has been raised in government circles, now that more than year has elapsed since George C. McConnaughey assumed FCC chairmanship on Oct. 4, 1954. There is no indication that any change is in offing at FCC, but that did not deter FCC insiders from raising question.

B•T

COMMAND PERFORMANCE • Entire Hollywood crew of NBC-TV *Matinee Theatre* worked all night following Milton Berle's color show last Tuesday to whip together "An Apple for Miss Myrtle," for Wednesday noon color origination. Originally slated for Thursday, "Apple" was pushed up because RCA-NBC Chairman Brig. Gen. David Sarnoff was showing off new daytime color venture to select agency group Wednesday and had not been informed that black-and-white kinescope play made in October was scheduled. Monochrome kinescopes are spotted day after Berle color shows because of production problems at Burbank studios. Command performance also required rescheduling Thursday and Friday plays.

B•T

ONE of big tv advertisers, which began in Midwest in tv's early days, is exploring tv station markets in hope of acquiring full quota of outlets. It reportedly has budgeted initial $5 million for "down-payments," with assurances that more will be available if appropriate acquisitions are in sight. Group already has contacted at least one former top network executive to work with it, presumably having in mind Chicago headquarters.

B•T

TIMEBUYERS MOVING • In reshuffle of timebuyers to take place shortly, Jan Gilbert, Product Services Inc., will move to Doyle Dane Bernbach, New York, succeeding Nina Flynn, who joins Robert Orr & Assoc., New York.

B•T

VISIONS of mountains of work are haunting Washington consulting engineers with issuance last week of allocations review by FCC (story, page 27). And if Sixth Report and Order is stripped of restrictions, every tv case from then on may well be technical problem, requiring greatly enlarged consulting staffs. Many firms have been quietly seeking additional men, but one at least needs them mostly for backlog of am work which has mounted to new highs in recent months. Principals of this consulting outfit are afraid to begin thinking of staff requirements come any substantial changes in tv standards.

B•T

SPEC FOR ABC-TV • Latest development in big-time network tv is report that ABC-TV plans to premiere with star-studded program of spectacular, or special, variety much sooner than had been widely anticipated. Chief reason, it's understood, is that network now has potential sponsor under wraps. Show, originally pegged for sometime in fall season next year, is being advanced to possible debut next February —thus pushing schedule ahead more than six months.

B•T

PROPERTY rights in tv signals may be adjudicated sooner than expected. Bill Grove, KFBC-TV Cheyenne, Wyo., has moved to intervene in application of Rawlins, Wyo., community tv system application to Wyoming Public Service Commission for franchise certificate. Mr. Grove, who has been active in urging broadcaster opposition to antenna systems, claims certificate should be denied because Rawlins wired closed circuit system does not have his permission to pick up KFBC-TV signals.

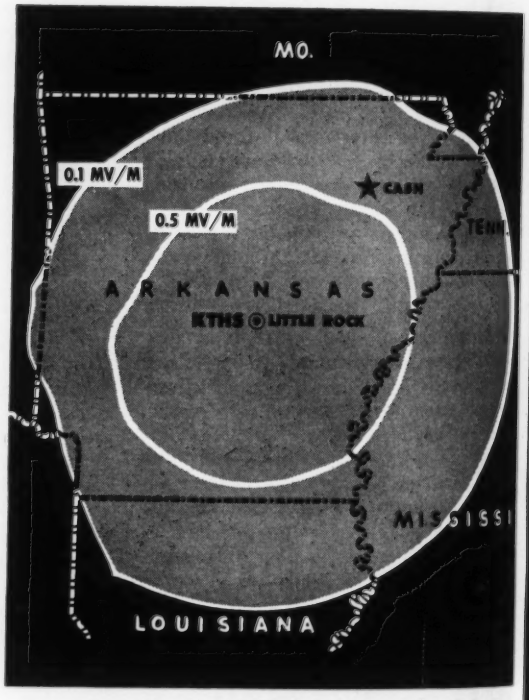
KTHS (LITTLE ROCK)

PAYS OFF IN CASH, TOO!

When you pick up the check for time on 50,000-watt KTHS, you're buying coverage of a *lot more* than Metropolitan Little Rock.

KTHS pays off—in *Cash* (Ark.), for example. This little Craighead County town isn't much of a market in itself. But combined with hundreds of other hamlets, towns and cities, it helps account for KTHS's *interference-free* daytime coverage of more than 3,370,000 people!

In Arkansas, use the BIG radio value—KTHS, Basic CBS in Little Rock.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

TvB BOARD APPROVES BIGGER BUDGET FOR INTER-MEDIA BILLINGS BATTLE

TELEVISION Bureau of Advertising will appropriate $550,000-$600,000 to fight battle for tv medium among advertisers, agencies and station representatives in coming year, TvB board decided during first annual membership meeting in Chicago ending Friday (see earlier story page 82). Officers traced rapid progress made by TvB in competition with printed media, specifically American Newspapers Publishers Assn.'s Bureau of Advertising, and vigorous support by member stations.

TvB board now becomes 16-man group, with addition of new members. In election of officers four added to board and Clair R. McCollough, WGAL-TV Lancaster, Pa., steps out as co-chairman. H. Preston Peters, Free & Peters Inc., succeeds George Bretl, The Katz Agency, as station representative man on board and Norman E. (Pete) Cash, TvB station relations director, was elected vice president. Virginia Hensler elected assistant secretary-treasurer.

New directors for one-year terms are Robert Lemon, WTTV (TV) Bloomington, Ind.; Gordon Gray, WOR-TV New York; Robert Tincher, KTVT (TV) Sioux City, Iowa, and Otto Brandt, KING-TV Seattle, Wash. Board now comprises 12 station, two network, one station representative members and the president, Oliver Treyz. New officers take office Jan. 1. All nominations adopted unanimously.

Retained in office are Richard A. Moore, KTTV (TV) Los Angeles, as co-chairman; W. D. Rogers Jr., KDUB-TV Lubbock, secretary; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., treasurer, and as board members, Campbell Arnoux, WTAR-TV Norfolk; Roger W. Clipp, WFIL-TV Philadelphia; Henry W. Slavick, WMCT (TV) Memphis; Kenneth L. Carter, WAAM (TV) Baltimore, and George B. Storer Jr., Storer Broadcasting Co. Also Charles R. Denny, NBC New York, and Merle S. Jones, CBS-TV New York.

Mr. Rogers delivered financial report, noting income projected to $604,000, on basis of expenditures of $44,000 and income up to $50,000 monthly.

NCAA, in Crackdown, Takes Football Telecast From Iowa

CBS-TV affiliates in Iowa were prohibited from carrying District 4 National Collegiate Athletic Assn. football game between Wisconsin and Illinois last Saturday by order of NCAA. Action followed previous Saturday's telecast of Iowa-Minnesota game by KRNT-TV Des Moines in defiance of black-out imposed by NCAA (story, page 110).

Walter Byers, NCAA executive secretary, on Friday issued the following statement:

"The unauthorized telecast of Des Moines, Iowa, violated the understandings and agreements in effect between the NCAA and the CBS Television Network. It is incredible that KRNT-TV ignored and disregarded these commitments. Final disposition of this phase of the matter has not yet been determined.

"... The NCAA television committee adopted special provisions to govern collegiate football telecasting in the State of Iowa at the request of the CBS Television Network and other interested parties. Since these provisions have been violated and there is lack of adequate assurance at this time that they will be observed Nov. 12, the NCAA television committee has been forced to conclude that the special provisions are no longer meaningful and, consequently, they have been voided.

"This means that the District Four CBS telecast is not to be released in the State of Iowa tomorrow. If this deprives other CBS affiliated television stations in Iowa from airing this game, the NCAA television committee greatly regrets this inconvenience but wishes to submit that the fault does not rest with the NCAA."

Late Friday, Big Ten (Western Conference) met to explore legal implications of KRNT-TV telecast, but reached no decision.

RADIO RECORD

WBBM Chicago, which reportedly leads nation in total radio billings, will equal highest year in its history in 1955—equivalent to 1952—says H. Leslie Atlass, vice president-general manager. Local and national spot billings will eclipse 1952, offsetting loss in network billings.

Weed Sees Tv Spot Booming

INCREASE in tv spot sales next year predicted Friday by Joseph J. Weed, president of Weed Television Corp., New York, station representatives. In message to clients, Mr. Weed forecast enlarged spot budgets, increase of new advertisers in spot tv and new products to be made and to be advertised via spot by old tv advertisers. Other factors cited: Tightening of availabilities in some areas because of demand for local time on stations by national political parties.

GOOD REASON

WHEN Compton Adv., New York, moves to its new offices next March, it will have enlarged and improved facilities for both radio and tv sound track recording. Reason, according to agency, is that television represents about 50% of Compton's billing. New studios also will have special projection rooms for viewing and editing tv films. Compton has leased four floors in building being constructed at 625 Madison Ave. with lease to run for 15 years at rental totaling $8 million. New quarters will provide some 125,000 square feet of office space—increase of about 80% over Compton's current space at 261 Madison Ave.

• BUSINESS BRIEFLY

OSCARS & OLDSMOBILES • General Motors Corp.'s Oldsmobile Div. reportedly has agreed to sponsor for third straight year NBC-TV's coverage of Academy of Motion Picture Arts and Sciences ("Oscar") awards next March 21 (10:30 p.m.-12:15 a.m. EST). Estimated cost of package said to be $300,000. Agency for Oldsmobile is D. P. Brother, Detroit.

JERGENS' MINUTES • Andrew P. Jergens Co., Cincinnati, buying national one-minute tv spot campaign in 50 markets, effective Jan. 1, for 22 weeks, for Jergens lotion. Agency is Robert W. Orr & Assoc., N. Y.

CARS MOVE AGAIN • Studebaker-Packard, which had cancelled its radio network buy last week because of slowness in production [AT DEADLINE, Nov. 7] will institute one-week (Nov. 21-26) radio spot campaign in 75 markets where distribution has progressed more rapidly. Minutes will be used. Benton & Bowles, N. Y., is agency.

MORE FOR MOGUL • Emil Mogul Co., N. Y., already handling two Revlon products (Aquamarine lotion and Silkenet shampoo), has been assigned its third Revlon account, reportedly men's toiletries. Television spot time is understood to be considered in media plans.

INSURANCE RENEWAL • Allstate Insurance Co., Chicago, renewed Friday its sponsorship of ABC Radio's *Sports Today With Bill Stern* (Mon.-Fri., 6:30-6:45 p.m. EST). Agency for Allstate is Christiansen Adv. Inc., Chicago.

'CIRCUS' SPONSOR • Roto-Broil Corp. of America (rotisseries-broilers), N. Y., was to start sponsorship of half-hour of ABC-TV's *Super Circus* with yesterday's (Sunday) telecast. Sponsor will alternate segments weekly, taking 5-5:30 p.m. EST period yesterday and 5:30-6 p.m. EST slot beginning with next Sunday's telecast. Product Services Inc., N. Y., is agency.

BEER BUYS 'SUSIE' • Sponsorship by Drewrys Ltd., U. S. A. Inc. (beer) of *Susie*, tv film series, in 13 midwestern markets is being announced today (Monday) by Leslie Fairbairn, advertising director of Drewrys, and Michael M. Sillerman, executive vice president of Television Programs of America, distributor of series. Business was placed through MacFarland, Aveyard & Co., Chicago, which is planning extensive merchandising campaign for *Susie*, which consists of re-runs of *Private Secretary*, currently on CBS-TV.

FOR MICHIGAN COUGHS • Buckleys Ltd., Toronto, Canada, buying 13-week schedule of radio spots in four Michigan markets (Kalamazoo, Flint, Grand Rapids, and Saginaw) for its cough syrup effective Jan. 1. Agency is Hilton & Riggio Inc., N. Y.

SWEET BUSINESS • Sunkist Pie Co., Chicago, appoints Ruthrauff and Ryan Inc., Chicago.

MIXES ON AIR • Flako Products Div., Quaker Oats Co., has launched saturation spot radio campaign, using about 2,000 announcements for 13 weeks, in five eastern markets, for Flako pie crust and Flakorn corn muffin mix. Agency is Roy S. Durstine, N. Y.

HARD TO BEAT...

KPHO-TV IN PHOENIX!

ACES IN ANY ADVERTISER'S HAND . . . these KPHO-TV program personalities consistently win audiences and sales for CHANNEL 5 advertisers! Their programs are "buy-words" in Phoenix homes. Backed by full scale promotion and merchandising, their local impact will bring you ever-greater sales in the growing Phoenix area.

Goldust Charlie

— one of Arizona's first TV caricatures, created in '51 and still a favorite! Phoenix youngsters meet with the "old prospector" weekdays at 4 p.m. at his televised General Store for homespun humor and "Little Rascals."

Tom Sherlock

— Phoenicians like their weather, especially the way it's presented by Sherlock on "3 STAR NEWS" each weekday at 5:50 p.m. and at 10:05 p.m. He's been one of Phoenix' leading TV personalities since he joined KPHO-TV in '51.

Wallace Snead

— star of "It's Wallace?" on KPHO-TV each weekday at 4:35 p.m. Ask any Phoenix youngster about this program . . . it's the HIGHEST-RATED afternoon children's show in town. Draw to this for a sure winner!

Ruth Dunlop

— Director of Women's Activities for KPHO, her program "COOK'S CORNER" soon begins its sixth year on KPHO-TV. Winner of a 1954 Zenith Television Award, Ruth is a Phoenix habit with housewives each weekday at 3 p.m., when she presents cooking and sewing hints.

Jack Murphy

— Phoenix' name for news! Jack's nightly newscast within "3 STAR NEWS", weekdays at 5:30 p.m., is Phoenix' most widely-watched, multi-weekly local news program. (ARB July, '55) As KPHO-TV's Executive Producer and News Editor, he's also seen weekdays at 11:45 a.m. and at 2:45 p.m.

DEAL YOURSELF IN ON THIS WINNING HAND...KPHO-TV, PHOENIX!

MEREDITH *Radio and* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC		CBS	NBC

at deadline

Home Town Tv Organization Plans Staff, Incorporation

CHARTER of incorporation for Committee for Home Town Television Inc., designed to be nation-wide organization of both uhf and vhf broadcasters to serve needs of "home town" stations, has been adopted by group of Connecticut, Massachusetts, and New Jersey stations [B•T, Aug. 29], Philip Merryman, WICC-TV Bridgeport, president of CHTT, said Friday.

He said Harry Plotkin, Washington radio-tv attorney, had been retained as legal counsel and Kear & Kennedy, Washington consulting engineers, as engineering counsel, and that CHTT also plans to employ economic consultant and full-time publicity aide. One of organization's first moves, he indicated, will be submit to FCC allocations brief to be prepared by Mr. Plotkin.

Corporation charter, to be filed in Connecticut, was approved Thursday at Hartford meeting attended by representatives of some eight tv stations, according to Mr. Merryman, who said next meeting will be held soon but that date has not been definitely fixed. Charles DeRose, WHYN-TV Springfield, Mass., is CHTT board chairman. Home office is at Mr. Merryman's WICC-TV.

50-Cent Record Player Developed for Propaganda

FIFTY-CENT, hand-operated phonograph for use in international propaganda warfare demonstrated by Brig. Gen. David Sarnoff, chairman of RCA and NBC boards, who noted instrument is light and unbreakable, can be dropped by air "behind the Iron or Bamboo Curtain," and is so simply designed it could be assembled and operated by anybody. He said he demonstrated machine to President Eisenhower and other officials last April during conference in connection with his cold war memorandum which White House released in May [B•T, May 16].

Public demonstration was before Overseas Press Club of America in New York, using unbreakable seven-inch records that play for three minutes and can be manufactured for five cents each. Machine's reproduction was described as "surprisingly" loud and clear. Gen. Sarnoff said number of machines have been delivered to Voice of America for field tests and that other U. S. agencies are showing "a lot of quiet interest." Machine was developed by Arthur van Dyke, staff assistant to Dr. C. B. Jolliffe, RCA vice president and technical director, who operated and explained it in demonstration. Gen. Sarnoff said RCA had no commercial interest in it, that design details are available to anyone, that toy manufacturers might be better equipped to produce it than RCA and that they might be able to get price of 50 cents or less down to about 20 cents.

FCC Executive Hangs Self

GEORGE L. JENSEN, 51, chief, engineering div., FCC Field Engineering & Monitoring Bureau, was found hanged in basement of his Arlington, Va., home Friday. Police said Mr. Jensen, long-time employe of the FCC, had been under treatment for severe migraine headaches.

REAL DOPE

GUILD Films Co., New York, reported Friday that episode of *Confidential File* series dealing with barbiturate addiction has been viewed by House subcommittee investigators as part of their study of narcotics. After viewing film at U. S. Court House in New York, Hale Boggs (D.—La.), committee chairman, called film "a valuable contribution to the committee's picture of the narcotics situation." In addition to viewing *Confidential File*, which is carried on 85 tv stations, committee members heard testimony from narcotics squad agents, custom officials and physicians.

Thanksgiving Spec Set

NBC-TV will present special, color spectacular titled *Assignment: India* on Thanksgiving Day, Nov. 24 (5-6 p.m. EST), according to announcement today (Monday) by Davidson Taylor, vice president in charge of public affairs. Featured on program will be Chester Bowles, former ambassador to India. Program was produced in India under direction of Ted Mills.

L. A. Baseball Teams to Try Broadcast Formula Switches

BASEBALL interests will be watching West Coast radio-tv experiment next season as Pacific Coast League's Los Angeles Angels and Hollywood Stars each try different broadcast formulas to lick sagging gate receipts.

Stars have sold both radio and tv rights to Harry Maizlish, KFWB Hollywood, on theory radio helps gate but tv kills it. Angels will revert to schedule of daytime home games (except Friday nights) with telecasting on KHJ-TV Los Angeles, believing promotion of home audience, mostly women, may help.

Both teams have been telecasting home games at night for four years on KHJ-TV. KFWB, planning to use only radio rights, reportedly paid Stars almost as much for both radio and tv rights as team got last year from two sources. KFWB last year paid Stars $45,000 for radio; KHJ-TV paid team $100,000-plus for tv.

UPCOMING

Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.

Nov. 15-17: NARTB Region 6 Conference, Baker Hotel, Dallas.

Nov. 17: National Tv Film Council Fall Tv Film Forum, Hotel Delmonico, New York.

Nov. 17-19: Radio-Tv News Directors Assn. Convention, Denver.

Nov. 19: Arizona Broadcasters Assn. Meeting, Hotel Rancho Grande, Nogales.

For other Upcomings see page 123.

PEOPLE

HENRY HOWARD, CBS Radio director of business affairs since December 1953, appointed director of music operations of CBS-TV effective immediately. Post is new and created to "administer the complex and expanding uses of music in tv," according to announcement. Mr. Howard has been in legal and business administration service with CBS since 1939, except for wartime service with U. S. Navy general counsel office.

Appointment of **JUDITH WALLER,** longtime director of public affairs and education for NBC in Chicago, as public affairs representative for network was announced last week by **DAVIDSON TAYLOR,** NBC vice president in charge of public affairs. In her new post, Miss Waller will travel throughout country and serve as liaison between network and national organizations. She will continue to maintain headquarters in Chicago.

CHARLES MOOS, NBC's manager of labor relations since May 1955 and previously attorney in network's legal department, appointed manager of talent and contract operations for NBC.

ROBERT M. SEEPE, assistant to executive vice president, Wilson & Co. (meat packers), Chicago, appointed head of marketing-research activities of Compton Adv. Inc., Chicago.

JOHN CAPLES, vice president of BBDO, will speak before Advertising Club of New York's advertising and selling course today (Monday) on "Tested Advertising Methods."

THEODORE B. KIRBY, formerly with MBS promotion department and Pedlar & Ryan Inc., N. Y., to copy chief, ABC audience promotion department.

EMIL F. HUBKA JR., formerly manager of public relations, U. of Illinois Professional Colleges, to Motorola Inc. as public relations assistant for news services.

WILLIS DUNBAR, public affairs director, WKZO Kalamazoo, Mich., named vice mayor of Kalamazoo.

WDSU-TV Plans New Tower To Extend Its Coverage

WDSU-TV New Orleans plans to construct new transmitter building at site of new 975 ft. tower in St. Bernard Parish, including duplicate transmitters, ch. 6 station announced Friday following FCC approval of application to move transmitter site. Station, now atop Hibernia Bank Bldg. with 425 ft. antenna,, will greatly increase its coverage of New Orleans area when new transmitting facilities are completed, Robert D. Swezey, executive vice president and general manager, said. Construction of new facilities, including equipment for color and black-and-white, will begin in near future.

CBS-TV EMP Adds One

KHAD-TV Laredo, Tex. (ch. 8), owned and operated by Vidicon Industries of America, Midland, Tex., will join CBS-TV under network's Extended Market Plan on or about Dec. 1, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, said Friday. Station has been under construction since early summer.

AWRT Board to Meet

MEETING of board of directors of American Women in Radio & Television will be held Thursday and Friday in Boston, at which plans for 1956 AWRT annual convention will be formulated. Reports from chairmen of various national committees also will be read.

the week in brief

THE FCC MAKES ITS MOVE

Stage is set for decisive action on allocations hassle as Commission: (1) denies all deintermixture petitions, (2) drops in a v at Albany, (3) calls for rule-making to retire Sixth Report . . 27

Complete text of FCC decisions . . . . . 28 & 100

NO NEED FOR TV COUNT

That's the opinion of Hugh Beville, NBC research chief, who says tv's engineering characteristics obviate nationwide survey 30

MARGARINE BUTTERS THE BUYER

Major oleo makers schedule intensive broadcast advertising push to counter supermarket price cutting, widen acceptance of product 32

SPECTOR'S UNHAPPY WITH NBC

Agency head says network reneged on Sunday night time period. He also charges network's spectaculars sponsored by Hazel Bishop were 'stinkers,' and says tv is pricing itself too high 32

THE FUTURE OF TV NEWS

Panel at Chicago SDX meeting hears analysis by four working newsmen. Predicted: transoceanic tv via satellite, longer news shows. Criticized: pool coverage, bars to radio-tv access . . 35

DO TV COMMERCIALS HIT HOME?

They do in Southern California, according to ABC survey reported by Earl Hudson 53

HEARSTLINGS DISAGREE ON TV

Tony Provost blasts colleague who criticized television's effectiveness . . 56

WHY RETAILERS LIKE TV

NBC releases second segment of study conducted in Indiana market. This one shows how grocers and druggists feel about the medium 57

ARF'S FIRST ANNUAL MEETING

It hears Fred Manchee summarize accomplishments, tell of new consumer study 60

COLOR TAPE TIMETABLE

Bing Crosby Enterprises says it will have a commercially-usable product in 12-18 months 70

$39 MILLION FILM JACKPOT

That's what General Teleradio hopes to realize from sale of 700 features it got in RKO deal 76

LAW STEPS IN ON HOOKER

New York State Attorney General says prospectus for tv film network contains 'unauthorized names' and 'fraudulent statements' 78

TvB MARKS A MILESTONE

After 10 months of operation, nationwide tv billings are up $6.5 million, Treyz tells first annual meeting in Chicago 82

NARTB: ONE MORE TO GO

Next to last regional meeting convened in Des Moines last week. The slate winds up in Dallas Thursday 87

THE NEWSPAPER SCOOP IS GONE

Broadcast media have stolen that particular thunder from the press, Sigma Delta Chi convention hears 93

STORM OVER BOOSTERS

FCC staff divisions voice vigorous protest to examiner's stand that unlicensed operations shouldn't be regulated . . 95

WESTINGHOUSE BACKFIELD SHIFTS

Witting moves up to vice presidency for consumer products of Westinghouse Electric; McGannon succeeds him as head of broadcasting division 104

SHADES OF 1948

Remember when Jack Benny went over to CBS—and the capital gains tax battle that followed? He won it last week 107

departments

Advertisers & Agencies 32	For the Record 115	Open Mike 16
At Deadline 7	Government 95	Our Respects 24
Awards 111	In Review 14	Personnel Relations . . 110
Closed Circuit 5	International 112	Programs & Promotion 113
Colorcasting 66	Lead Story 27	Program Services 110
Editorial 124	Manufacturing 106	Stations 104
Film 70	Networks 107	Trade Assns. 82
	On All Accounts 20	

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*Reg. U. S. Patent Office

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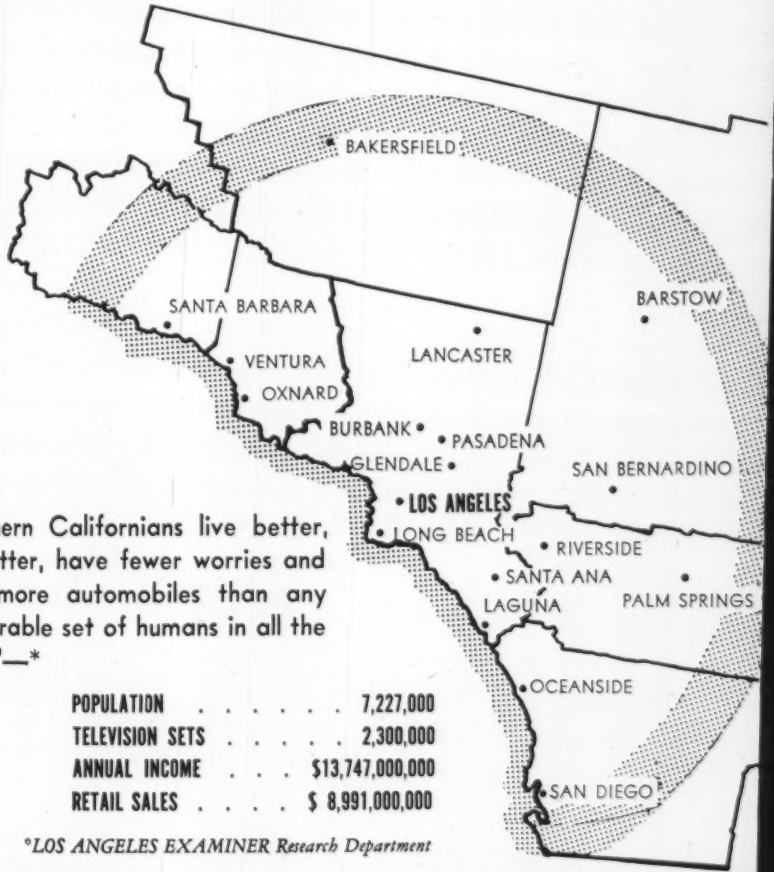
KTLA

CHANNEL 5

Towers Over Southern California's GOLD COAST

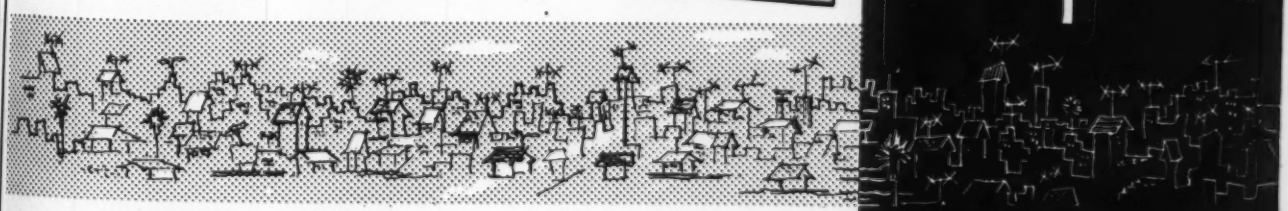
—The Nation's Second Richest Television Market!

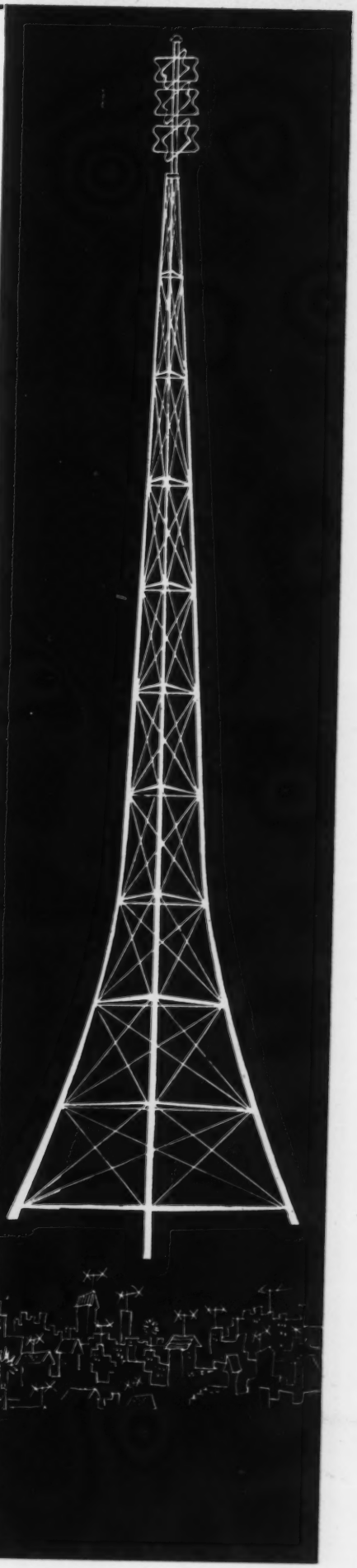


"Southern Californians live better, eat better, have fewer worries and drive more automobiles than any comparable set of humans in all the world!"—*

POPULATION	7,227,000
TELEVISION SETS	2,300,000
ANNUAL INCOME	$13,747,000,000
RETAIL SALES	$ 8,991,000,000

*LOS ANGELES EXAMINER Research Department

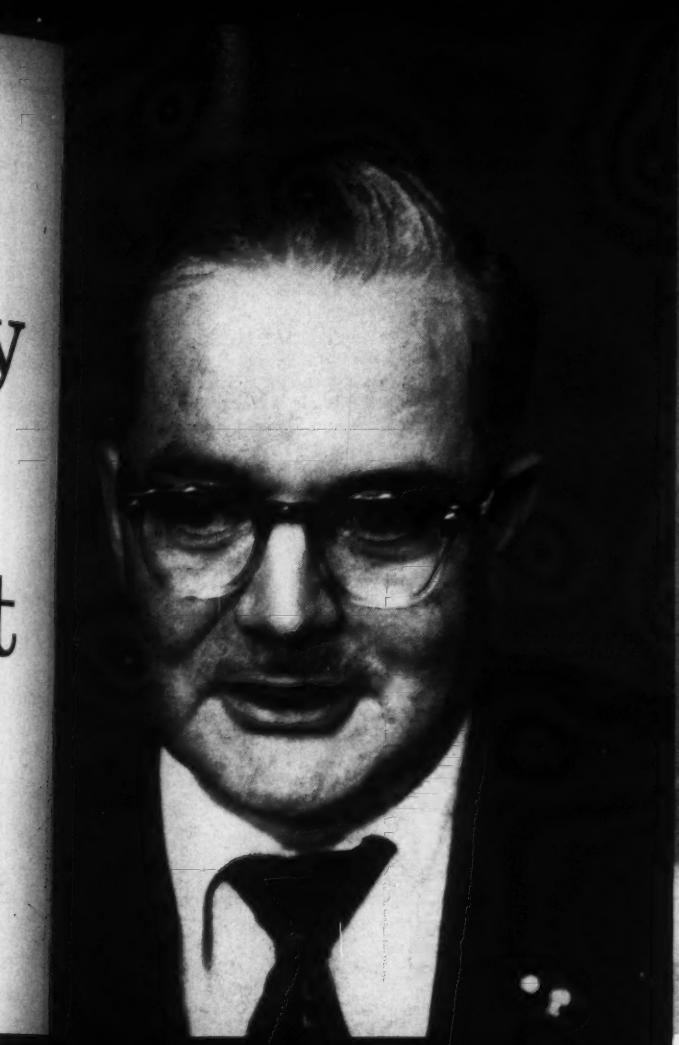




5800 Sunset Boulevard • Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, INC.

Anybody here you don't know?



If you have trouble identifying these people there are more than 40 million of your fellow citizens who can do it for you.

Each of them became famous faster perhaps than anyone else in history. Outside the intimate circle of their families, friends and neighbors no one had ever heard of any of these people until a Tuesday night at 10 o'clock. Thirty minutes later each of them was known throughout the United States.

They became famous so fast for one reason—the phenomenon of television, and more specifically, a phenomenal television program.

Today television is the shortest distance between obscurity and fame. This popularity applies not only to people, but to the products they use and the companies that manufacture them.

Many of these companies are convinced that CBS Television is the quickest path to popularity in all television. They know that day and night CBS Television broadcasts the majority of the most popular programs. They know too, that on the CBS Television Network they can reach their customers at a far lower cost per thousand than on any other television network. These facts may help to demonstrate why the largest single advertising medium in the world today is CBS TELEVISION.

TUNE-OUT TYPES

#2-Cue Card Charlie

BUT - not with TELEPROMPTER SERVICE

TelePrompTer copy is *always* correct and ready when needed . . . dependable insurance for perfect delivery at all times.

That's why —

ADVERTISERS PREFER TelePrompTer stations like

KMJ-TV
Channel 24, Fresno
"First in Fresno"

KDKA-TV
Channel 2, Pittsburgh
Pittsburgh's First Television Station

TelePrompTer equipment answers the daily demands and mental hazards of TV production — puts the "FORM" in perFORMance — gives advertisers the greatest sales effectiveness.

*Trademark Registered U.S. Pat. No. 2655373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

IN REVIEW

WEEKDAY

NBC RADIO made its big bid for the housewife last week. *Weekday*, the Monday-through-Friday counterpart of the weekend *Monitor*, went on the air. Verdict: it is considerably less than the answer to the woman's prayer.

Margaret Truman and Mike Wallace are the hosts of *Weekday*. They carried on bravely in the face of their material. Miss Truman is more at home in this capacity than she has been in other radio-tv assignments; she's pleasant and friendly and likeable. Mr. Wallace is able as her partner and sometime straight man.

Among the segments:

Charlotte Adams giving cooking and buying tips. Not bad.

Meredith Willson upgrading the housewife's culture by explaining long-hair music. A little irritating. It's one thing to present the classics under the assumption "this is something you'll enjoy"—it's quite another under the assumption "you probably won't like this but you darn well should."

Audrey Hepburn and Mel Ferrer telling about the upcoming movie, "War and Peace." In this instance *Weekday* has taken one of the more disturbing pages from tv's book—giving free plugs to Hollywood under the guise of entertainment.

Songs by Eddie Fisher and bride Debbie Reynolds.

A French record, billed as the rage abroad, all about a painless birth. Obviously just the thing for early morning listening.

First episode in presentation of a full-length novel (*The Persistent Image* by Gladys Schmidt). Some improvement over soap opera.

At noon, when Miss Truman and Mr. Wallace (a combination of names suggestive of more excitement than the present pair produced) took a two-hour lunch period, WRC Washington—to which this reviewer was tuned—also deserted *Weekday* in favor of its local programming which probably signifies something or other, as WRC is owned by NBC.

In the afternoon, Mr. Fisher returned as interviewee for the Truman-Wallace team. There were also advice on interior decorating, reports from Hollywood and Washington and, as a top-flight wind-up, Cornelia Otis Skinner reading from Anne Morrow Lindbergh's new book, *Gift From the Sea.*

Production costs: $18,000 a week.

Sponsored on a participating basis on NBC Radio, Mon.-Fri., 10 a.m.-3:30 p.m. EST.

Program hosts: Margaret Truman and Mike Wallace; Martha Scott and Walter Kiernan.

Executive producer: Mitchell Benson; supervising producer: Allen Ludden; service and information editor: Geraldine Rhoads; news editor: Helen Mamar; dramatic producer-director: Kenneth W. MacGregor; producers-directors: Charles Herbert, Joe O'Brien, Ruppert Pray and Joe Cook.

THE CONSTANT HUSBAND

A NEW tv "first" was achieved—and with complete success—Nov. 6, when NBC-TV presented in color and black-and-white the American premiere of a full-length feature film, preceding its showing in the motion picture houses of this country. The picture, made in Technicolor by London Films, was a thing of beauty as reproduced in soft pastel tones.

The film play was a comedy romp, starring Rex Harrison as a man without a memory who amusingly discovers that his forgotten past includes a series of wives, seven in all, all beautiful and all yearning for his return. Mr. Harrison and an excellent cast play the comedy to the hilt, with no trace of the so-called British reserve. Margaret Leighton as the barrister-at-law who undertakes the philanderer's defense and Kay Kendall and Nicole Maurey as his latest two wives are beautiful, charming and comic. Cecil Parker is amusingly professional as the brain specialist and Michael Hordern provides a few hilarious moments as the bewildered judge.

The six commercials—a modest enough amount for a 90-minute telecast—were all in color and had the extra impact that color gives, making the foods in the Sunbeam commercials extra appetizing, the new Buicks extra enticing and the picture of Tums tablets dissolving in a glass stomach extra repelling.

But because they were merely dropped into the story at the end of any scene, with no apparent effort to ease them in, they became increasingly annoying interruptions, until one wished he had waited to see the picture at his local movie.

Tv rights: $200,000.

Sponsored by Buick Motor Div., General Motors Corp., through Kudner Agency; Lewis-Howe Co. through Dancer-Fitzgerald-Sample; Sunbeam Corp. through Perrin-Paus Co.; Maybelline Co. through Gordon Best & Co.

Broadcast Nov. 6 as a Sunday Spectacular *on NBC-TV in color and black-and-white, every fourth Sunday, 7:30-9 p.m. EST.*

Starring: Rex Harrison, Margaret Leighton and Kay Kendall.

Produced by London Films; producers: Sidney Gilliat and Frank Launder; director: Sidney Gilliat; associate producer: M. Smedley Aston; writers: Sidney Gilliat and Val Valentine.

NBC host: Art Linkletter.

WANTED

FOR THOSE who wonder about the story behind the wanted posters in their local post offices, CBS-TV's new documentary series will more than satisfy their curiosity.

Wanted is a nationwide manhunt in action, reminiscent of radio's *Gangbusters* series.

The bulk of the Nov. 3 program consisted of a series of interviews with a murder victim's family and friends, law enforcement officers and persons who knew the murderer. Blended with this graphic realism was a dramatization of the crime and other pertinent scenes followed by a complete description of the fugitive and his possible whereabouts.

Wanted is a welcome change from the familiar faces of the tired cop and robber routines.

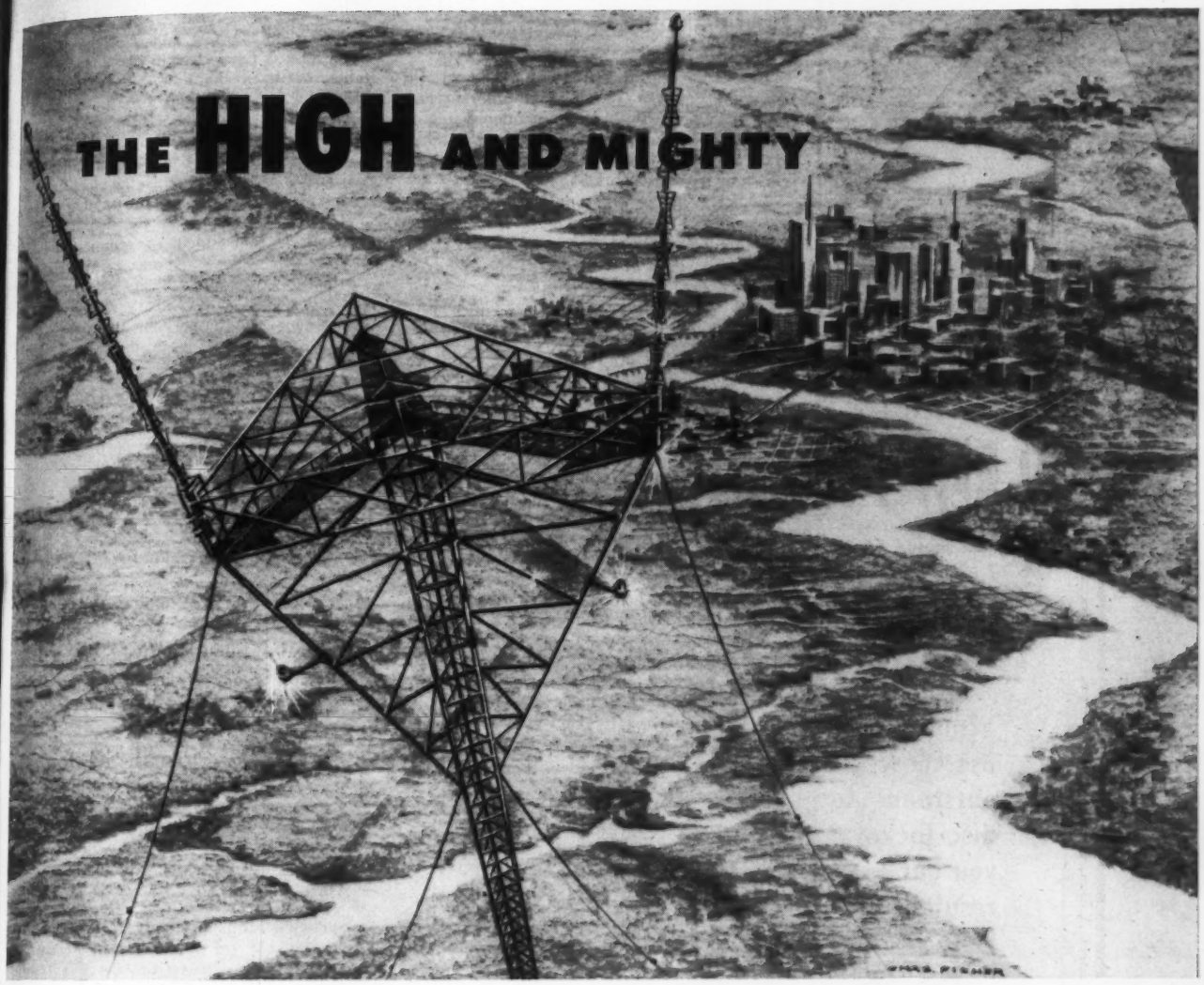
Production costs: Approximately $32,500.

Sponsored by Whitehall Pharmacal Co. through Biow-Beirn-Toigo and Boyle-Midway Inc. through Geyer Adv. on CBS-TV, Thurs., 10:30-11 p.m. EST. Reporter-narrator: Walter McGraw.

Producers: Peggy & Walter McGraw; director: Bruce Anderson; director of photography: Michael Livesey.

ELECTRONIC AND ENGINEERING (fourth edition), by Frederick E. Terman. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 1,078 pp. $12.50.

THIS new and revised edition of Terman's *Radio Engineering* has been updated to keep abreast with the rapidly changing technology, including, for example, a brief technical explanation of the operation of compatible color-casting. The author is professor of electrical engineering and dean of the school of engineering at Stanford U. More than 1,250 problems and exercises enable the reader to check his grasp of the material presented.



· Target Date: Mid-December

HIGH ATOP CEDAR HILL OVERLOOKING DALLAS-FORT WORTH, TEXAS' HIGHEST MAN-MADE STRUCTURE . . . 1,685 FEET ABOVE AVERAGE TERRAIN, KRLD's NEW TRANSMISSION TOWER.

42 COUNTIES IN TEXAS AND OKLAHOMA

POPULATION	2,272,000
FAMILIES	687,600
RETAIL SALES	2,582,192,000

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

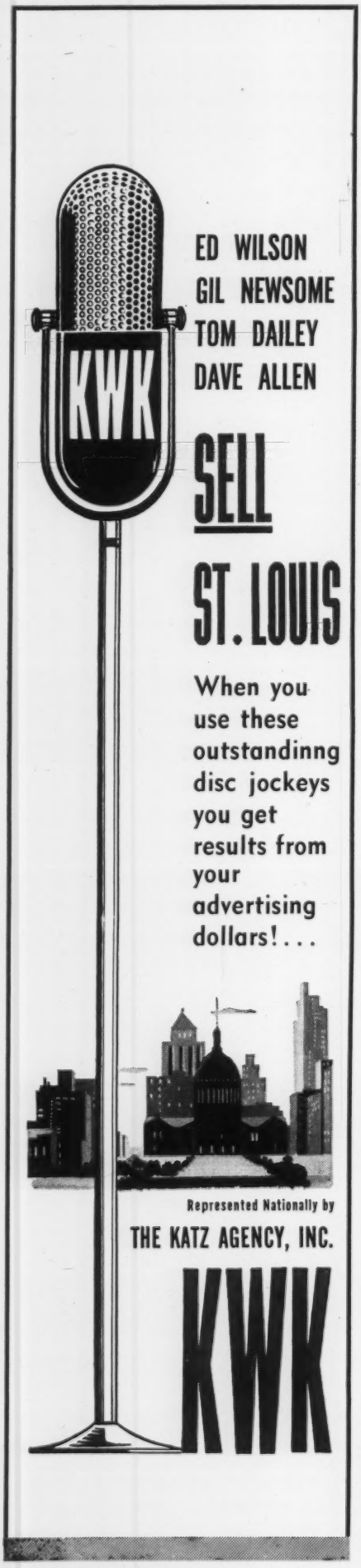
The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President



Judicial Notice

EDITOR:

In a recent editorial [B•T, Aug. 29] you criticized the *$64,000 Question* and similar enterprises. In part you said, "With depressing inevitability, a spate of loot-laden quiz shows is about to break out in television in a frenzied effort by rival networks. . . ."

Enclosed find check for 35 cents for which please send me a copy of the magazine which contains this editorial.

F. E. Williams
Judge of the Circuit Court
St. Louis, Mo.

P. S. Congratulations upon your fearless comments on this unholy mess.

Traveler's Aid

EDITOR:

I greatly appreciate your sending the Sept. 26, Oct. 3 and Oct. 10 issues to me at my Pacific Palisades, Calif., address . . . Inasmuch as I have been spending considerable time in California, the only way I can keep up with your magazine is to read it currently. If I wait until I get home and find three or four issues of B•T along with an equal number of other trade publications, I never get a chance to catch up on the back issues.

I will probably make the same request again when I leave for California in December.

R. M. Kirtland, V. P.
Gordon Best Co.
Chicago, Ill.

[EDITOR'S NOTE: Given a week's notice, B•T will follow you to your new address, permanent or temporary.]

Annoying Advertising

EDITOR:

In the Nov. 5 issue of *Saturday Evening Post*, and perhaps in other national publications as well, there is a full-page advertisement of Zenith for new television receivers. Among the other features of the new Zenith receiver the ad describes something called "flash-matic" tuning. In addition to using this device for turning on and off the set from a remote position, the ad also says "you can also shut off sound of long, annoying commercials while picture remains on screen."

I wonder if anyone considered the fact that without those "annoying commercials" there probably wouldn't be many, if any, television stations providing a program service and thus there would be no market for Zenith, or any other make, receivers. It would seem to me that the fellow who wrote that copy and the one who approved it should have "stood in bed."

Harold Essex, Exec. V. P.
WSJS-AM-FM-TV Winston-Salem, N. C.

[EDITOR'S NOTE: B•T's full agreement with Mr. Essex was voiced in an editorial, "Drop That Gun," in our June 27th issue, following receipt of a Zenith publicity picture of the "flash-matic" gadget captioned "Shooting Off the Commercial."]

Gripe From Japan

EDITOR:

I am writing this letter to congratulate you on the magnificent success you have had in publishing B•T, the leading authority on the coverage of a very difficult but important industry. I do not know how many readers you have in my country, but I do know that a large percentage of the more than 2,400 employes of Dentsu Advertising Ltd. rely on your publication for up-to-date information and technical data on broadcasting and telecasting in the United States. Since we subscribe to only a few copies of the magazine, each copy is handed from one employe to another, until, by the time it reaches my desk, the cover is tattered and torn.

However, I have one gripe to make with you. In the past two years, I believe there have been only two issues which carrried any article on Japan, despite the fact that my country has been one of the leading advertising-conscious nations in the world and has been active in the field of commercial broadcasting for four years and commercial telecasting for two years. I sincerely believe our radio and television industry rates at least an occasional mention in your International Section along with the leading countries of Europe . . .

Seiji S. Chihara, Asst. Tv Mgr.
Dentsu Advertising Ltd.
Tokyo, Japan

Likes Lux Layout

EDITOR:

. . . I'm thrilled with joy over the *Lux Video Theatre* layout in the Oct. 24 issue of B•T. Please send me 12 additional copies as I want to circulate them around.

Frances Scully, Pub. Dir.
J. Walter Thompson Co., Los Angeles

Opportunity for Maturity

EDITOR:

. . . The 1956 elections present an opportunity for every broadcaster "to cut eye teeth" and attain reportorial maturity. Public interest is high and will become profoundly more acute. It looks like it will be a hum-dinger and the broadcaster has the opportunity to earn his chevrons. . . .

I plan to take an active part in the coming presidential campaign [and] have opened offices in Room 838 [in Washington's] Pennsylvania Building (right across from the FCC) with a desire to be helpful in the nomination and election of Sen. Estes Kefauver as President, if, as and when he becomes a candidate. Since my background shows more than 32 years in the broadcasting industry, I hope to work with all broadcasters who have the same interest and desire. I have taken a sabbatical leave from being a broadcaster, but, like a motorman on vacation, I'm taking a street car ride.

I feel very strongly that the broadcaster has not yet fully recognized the power of the microphone and the tv camera and that 1956 will afford an opportunity to prove the impact of our industry in influencing public opinion by honest, straight-forward news reporting.

A national election in 1928 launched radio and the 1956 election can prove the maturity of the broadcast industry.

Lou Poller
Washington, D. C.

Campus First

EDITOR:

In your Oct. 10 issue in STATION SHORTS station WMMR of the U. of Minnesota claimed that it was "the first campus station in the United States to carry any network program" after carrying an ABC-Paul Harvey Show on Sept. 30, 1955. WDBS carried the *Bob Hope Show* for Chesterfields weekly during the school year during 1951-52 and 1952-53, live and through NBC.

Pete Taylor, Production Manager
WDBS, Duke U., Durham, N. C.

The swing ain't to KING

it's done swung!

	PULSE	ARB
KING-TV	52.0	58.2
Seattle Station "B"	24.6	26.9
Tacoma Station "A"	19.3	16.5
Tacoma Station "B"	6.1	3.3

Total Weekly Averages, August, 1955

KING-TV—Starting its 8th consecutive year of leadership in the Nation's 12th largest market—the great Seattle-Tacoma area.

Channel 5—ABC
100,000 Watts
Blair-TV

FIRST IN SEATTLE-TACOMA

KING-TV

Otto Brandt, Vice-Pres. and Gen. Mgr.

RCA AMPLI

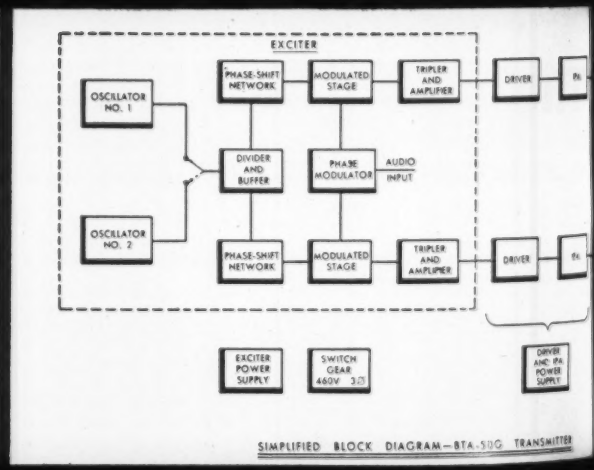
50-KW AM AIR COOLED!

New RCA 50-kilowatt AM Transmitter BTA-50G

DESIGNED WITH AMPLIPHASE MODULATION

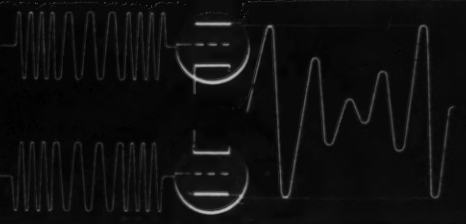
HOW IT WORKS!

To produce phase-to-amplitude modulation in the BTA-50G, a carrier wave is developed by a common exciter. This carrier wave is then split and fed to two separate amplifier chains through phase-shift networks that establish a carrier phase difference. These two signals are controlled so that each maintains a prescribed phase relationship with the other in accordance with the intensity of modulating signal. This controlled phase relationship enables the separate 25-kilowatt amplifiers, when feeding their outputs into a combining circuit, to produce a maximum level 50-kilowatt amplitude modulated signal.



SIMPLIFIED BLOCK DIAGRAM—BTA-50G TRANSMITTER

LIPHASE



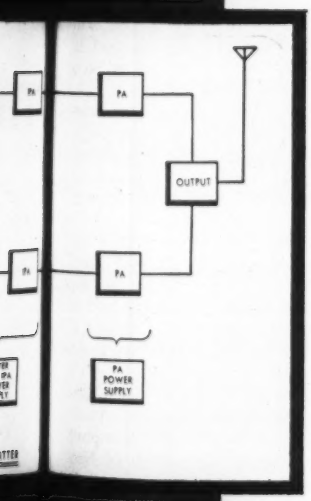
A new concept in AM Broadcasting!

. . . introduced in RCA's revolutionary new 50-KW AM transmitter

Here is the most significant forward step in AM transmitters since RCA introduced high level modulation—an entirely new 50-KW transmitter using Ampliphase Modulation. Newest and finest in RCA's long line of distinguished AM transmitter designs, it is further proof of RCA leadership in the broadcast equipment field.

Ampliphase cuts transmitter floor space and operating costs by substantial margins. The BTA-50G is housed in four cubicles. It does away with half of present power tubes . . . along with bulky components such as modulation transformers, reactors and accessories. It requires no underfloor trenches, costly water cooling systems, external blowers. And there's no lost air-time—because the 50-KW Ampliphase is remarkably easy to install while your present transmitter is in operation. Then, in most cases, you may keep your old unit as a stand-by.

For complete technical details . . . and for information on the surprisingly low price . . . call your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.



FACTS ABOUT RCA'S NEW 50-KW AM

- Takes less than 80 square feet of floor space. No underfloor trenches required.
- Lowest operating cost of any 50-KW AM transmitter.
- Half the tube cost of other 50-KW AM transmitters.
- Uses famous Long-Life RCA 5671 P.A. tubes.
- No Modulation transformer required.
- Completely air-cooled with internal blowers — no air intake ducts necessary.
- Low distortion, excellent frequency response.
- Splatter-free modulation provided by new Ampliphase design.
- Designed to permit remote-control operation.
- New simplified circuitry. Extremely stable operation.

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION *CAMDEN, N.J.*

IF YOU'RE WITH THE AVERAGE REP WHO HAS SO MANY STATIONS *HE* DOESN'T KNOW WHAT TO DO. TIME YOU TALKED TO BURKE-STUART, WHERE PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF *. BIG!*

BURKE-STUART COMPANY, *Inc.*
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

TOP SHOWS **WBNY** TOP RATINGS

The Early Bird...The Coffee Shop...Musical Merry-Go-Round
The Afternoon Show...Melody Matinee...The Record Shop
16 NEWSCASTS DAILY
BUFFALO'S ONLY FULL-TIME MUSIC & NEWS STATION
BURKE-STUART CO., INC., NATIONAL REPRESENTATIVES

HOPE MARTINEZ

on all accounts

WHEN Hope G. Martinez, senior timebuyer for BBDO, is asked how she broke into advertising, she'll reply without batting an eyelash, "simple—I started as a machine operator."

Born in Madrid, Spain, in 1920, and arriving in the U.S. in 1929, speaking no English at all, Miss Martinez at the age of 18 went to work in a factory as a machine operator, then switched to credit adjustment at Hecht's department store in New York and lastly went into construction work as a bookkeeper—all within six years. Of the three jobs held during the late depression-early war years, necessity proved to be the first motivating force, curiosity the second.

"In all this time of breathlessly gawking at skyscrapers," Miss Martinez recalls, "I never knew whether you start building from the top down or from the bottom up, so-o, I decided to find out first hand."

After she found out all she wanted to know about the construction business, Miss Martinez "saw no reason to stick to that trade," thus she joined Batten, Barton, Durstine & Osborn's accounting department in 1945.

Married to John Anzolin the following year, she took just enough of a leave of absence from the office toward the end of 1946 to give birth to her only child, Claudia, and returned in 1947 to BBDO, this time as an assistant to a timebuyer.

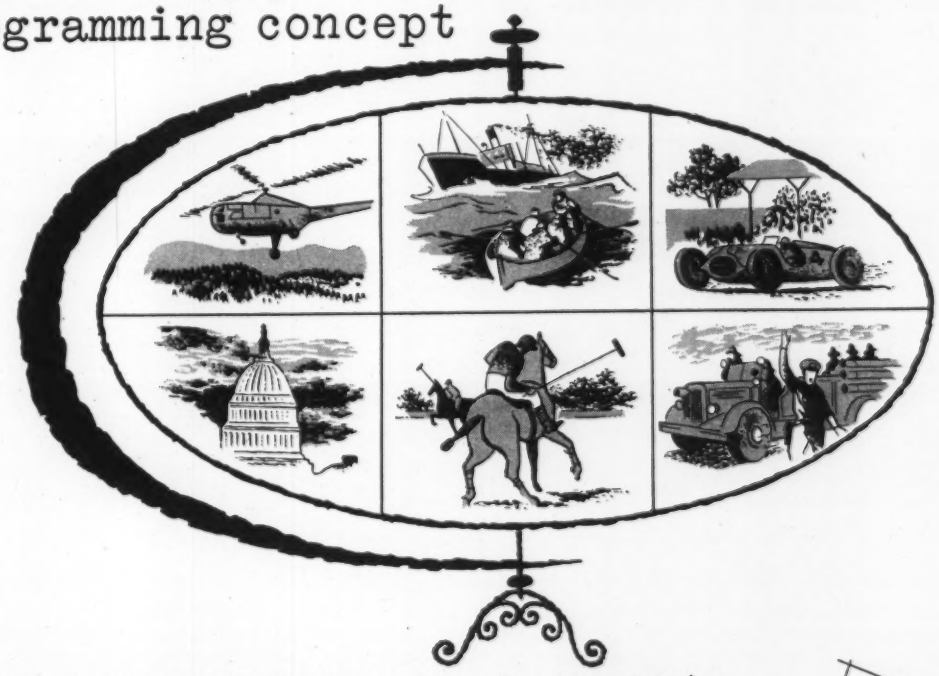
In 1948, she came into her own as timebuyer on the Nehi Corp. (Royal Crown Cola) account, and as time passed, hopskotched through the myriad of BBDO's partitioned cubicles, finally landing in a four-walled, carpeted office of her own.

With her husband as far removed from the advertising profession as possible, (he owns a gas station), Miss Martinez reports that her nightly entrance in the Anzolin household is greeted "with absolutely no sympathy from anyone." She gets home (in Valley Stream, L. I.) in time for supper—occasionally.

As a senior timebuyer at BBDO, Miss Martinez handles five "blue chip" accounts: American Tobacco Co. (Lucky Strikes); Campbell Soup Co.; First National City Bank of New York; Revlon Product Corp. (Satinset and Touch And Glow), and Consolidated Edison Co. of New York and subsidiaries. She also works on one institutional account, the American Institute of Men's and Boys' Wear.

Miss Martinez does not admit to any specific hobbies, though she quips, "try calling backaches while gardening my hobby."

WLW radio offers a great new programming concept

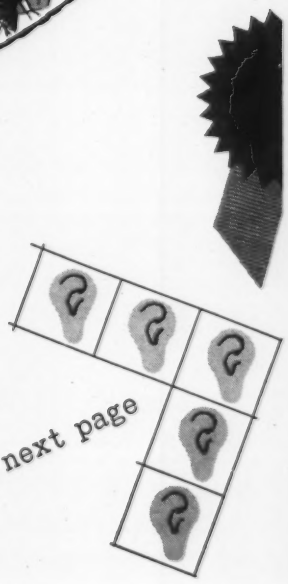


It's here—"The World Now"—WLW Radio's spectacular new programming operation that takes you to every town or country, day or night...to bring you on-the-spot news, interviews, happenings...interest-packed people, places, and things that are vital forces in "The World Now!"

Yes, WLW Radio has a crew of roving reporters, announcers, writers, editors to cover the water front, home front, world front and back—to bring you the newsy-est, most entertaining programming in broadcast history.

And this human-interest, cover-all programming spearheads a sensational new "Certified Audience Plan" unprecedented in the entire broadcasting industry!

So tune your ad dollars to WLW Radio for "The World Now" programming punch with the smash "Certified Audience Plan!"—



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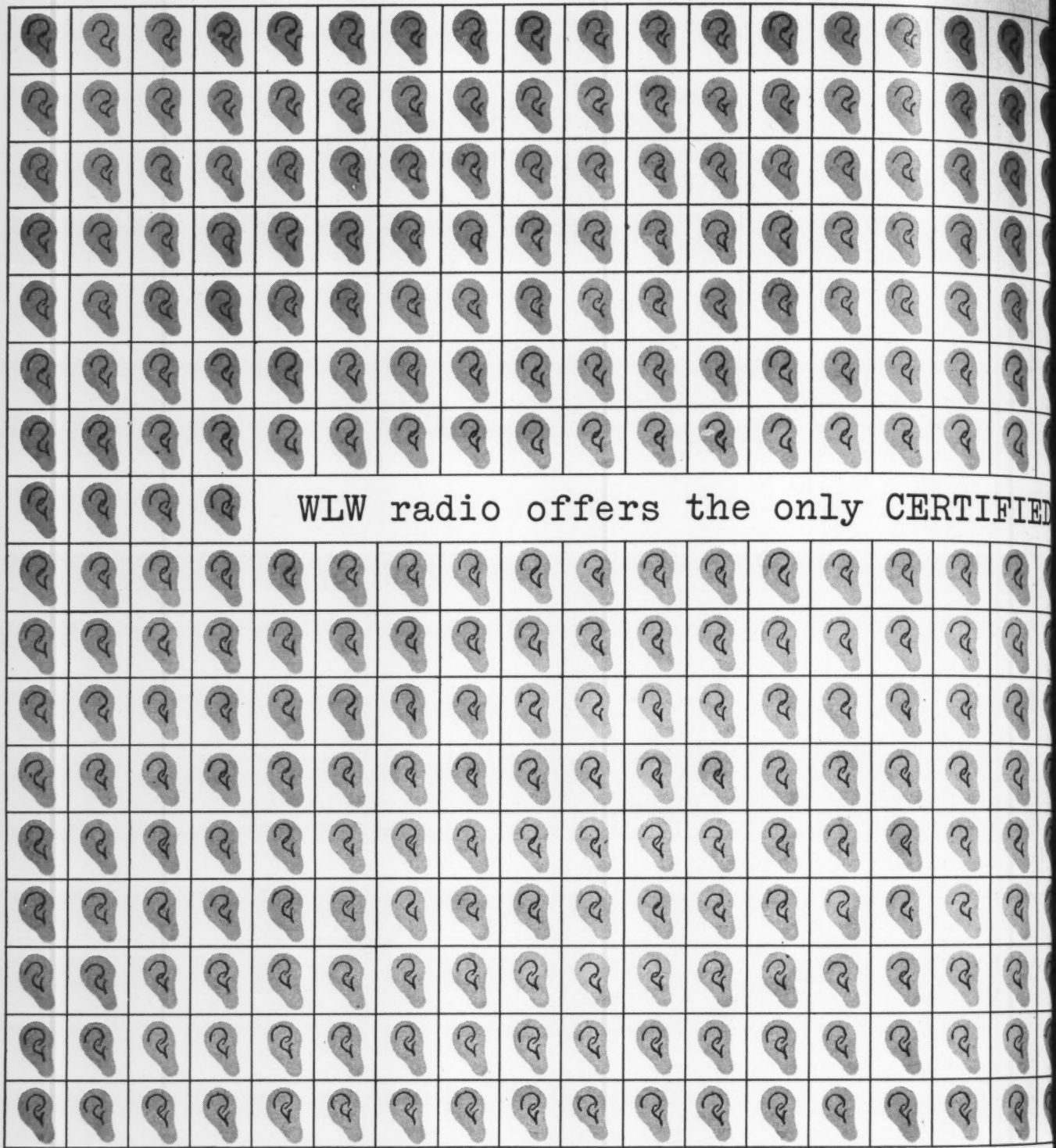


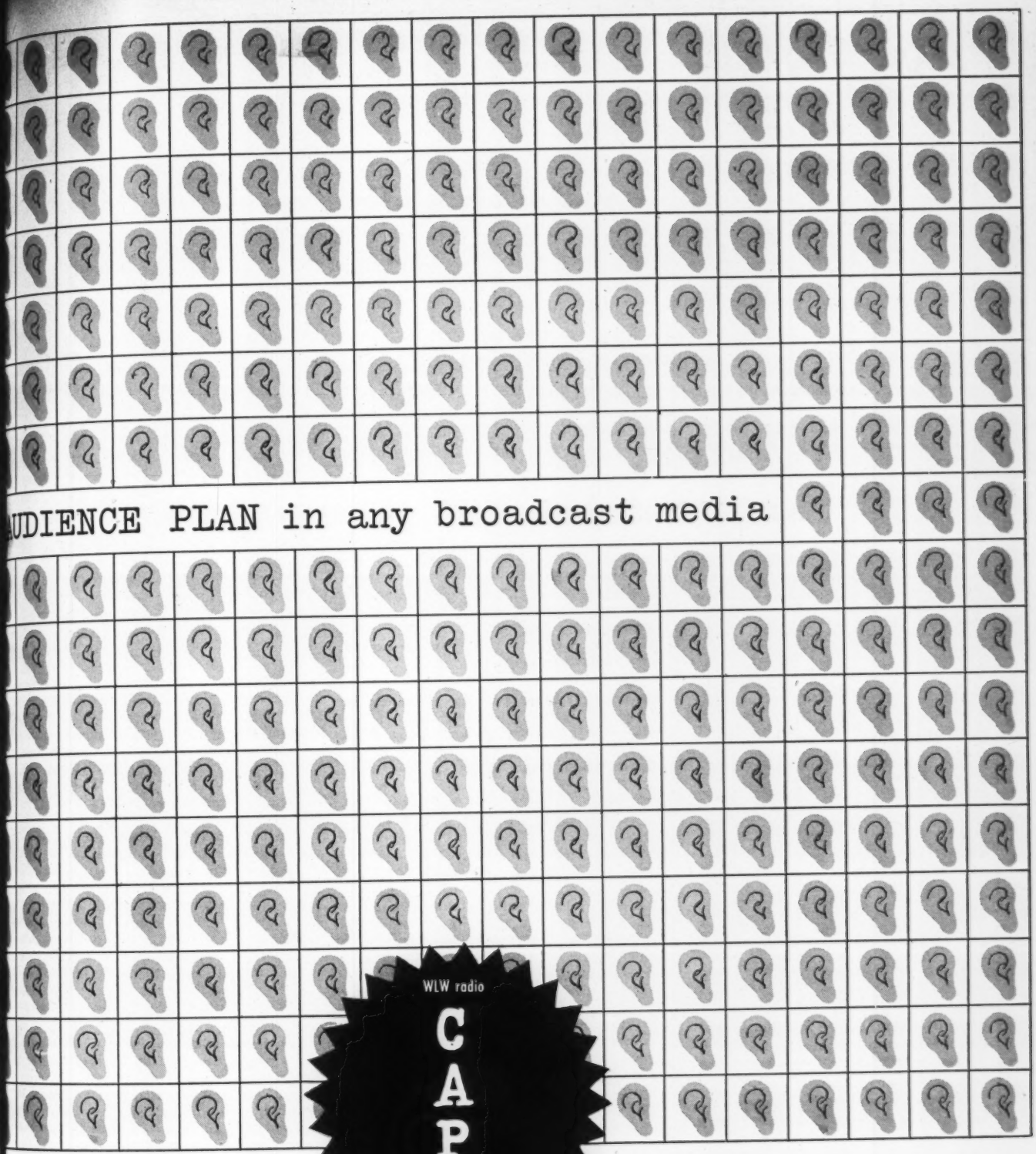
Here's another Crosley first — revolutionizing broadcast media! WLW Radio now offers you a smash "Certified Audience Plan" with announcements to deliver the greatest possible unduplicated home coverage. You get a pre-determined audience at a low one dollar per thousand home broadcasts or even less...certified by the official NIELSEN REPORTS!

This sensational, unique "Certified Audience Plan" is spearheaded by WLW Radio's new dynamic programming operation "The World Now"— plus the famous Crosley power-packed merchandising and promotional services.

WLW's big new "C.A.P." will give advertisers the greatest selling package ... anytime...anywhere — proving the ears have it!

So tune your ad dollars to WLW Radio for the only "Certified Audience Plan" in any broadcast media backed by "The World Now" programming!

CROSLEY BROADCASTING CORPORATION, A DIVISION OF AVCO MANUFACTURING CORPORATION



WLW radio

C A P

Certified Audience Plan

THE WORLD NOW

WLW radio

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI.

Our Jo Ann sings too, and sings mighty pretty. Difference is, she sings to older folks than that other one.

Yessir, our Jo Ann makes mighty pretty music, along with lots of others on WMAZ-TV's new hour and a half daytime show. Call it a local "spec," or even the "burnt toast of the town," Middle Georgians are CRAZY about "Teavie's Town and Country."

That's it: "Teavie's Town and Country," with our Uncle Ned as emcee, and all his Hayloft Jamboree gang for the "country" part of the show. We've

got a great new gospel singing group in it, called the Sego Brothers, who are signing 'em right into the aisles. And of course, our Jo Ann sings those wonderful pop songs in a sort of a "town" way, with Ernie Daulton at the citified organ too!

It's all fun, and a great show to sell most any product! It'll sell yours! Hurry and get all the details from Avery-Knodel . . . and SELL here in Middle Georgia.

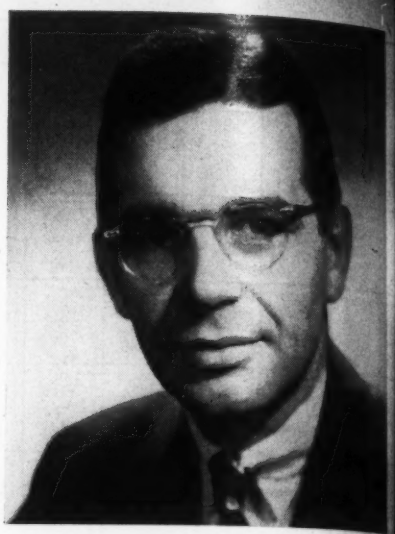
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to JOHN ROBERT MORAN



WOODLANDS and lakes, hunting and fishing, and a certain refreshment also synonymous with relaxation—Hamm's beer.

These are the thoughts that the Theodore Hamm Brewing Co., of St. Paul, feels are a strong bet to run through the minds of radio and tv listeners as they hear the company's familiar beat of the tom-tom and refrain "from the land of sky blue waters."

Hamm's beer has attained wide identification with these elements through the power of suggestion and a sound public relations vehicle, headed by Jack Moran, the brewing concern's director of advertising.

Mr. Moran is given a good share of credit for helping boost Hamm's among leading competitors in its field during the past two years. Under his shrewd buying, Hamm's commercials also seem to have gained acceptance for their entertainment value in the process, mostly through heavy use of television and a well-conceived theme.

John Robert Moran originally set out to be an accountant, but fortunately enough for advertising, decided this would be a mistake. Born on April 7, 1916, he attended Withrow High School and the U. of Cincinnati in Cincinnati, taking liberal arts work and additional courses in advertising and higher mathematics. He worked his way through school driving a truck. After college he worked as an accountant for a gas company.

Nothing much really happened, according to Jack Moran, until he joined the advertising department of Procter & Gamble in Cincinnati in March 1939. At the outset he traveled considerably, testing premium and sales promotion plans under actual sales conditions. For two years he covered two-thirds of the U. S., presented plans to retailers, placed local advertising on special sales, arranged point-of-purchase displays and checked sales results at conclusion of the tests.

In 1941 Mr. Moran moved into P & G's development and administration activities, working on such brands as Crisco, Ivory Snow, Camay, private label soaps, bulk soaps and oil and shortening. He planned and administered radio, newspaper and magazine schedules, and developed merchandising and advertising campaigns built around contests, recipe offers, premiums and price-reduction sales.

World War II cut into promotional activities in soap as in other endeavors and Mr. Moran joined Kroger Co.'s advertising and sales promotion department in Cincinnati. From March 1943 to May 1953 he worked on sales promotion and advertising (including radio and television).

Riding herd on various activities, he directed Kroger's placement of spot announcements, daytime serials, women's and audience participation programs, network tv variety and situation comedies. He also handled newspaper, display, contest and merchandising chores.

Jack Moran joined the Theodore Hamm Brewing Co as director of advertising in charge of all media in May 1953, about the time the brewery really set its sites on radio and tv. The effectiveness of broadcast media, particularly tv, is reflected in Mr. Moran's own assessment:

"The major portion of Hamm's advertising budget goes to radio and television. . . . These media have been particularly effective because of the Hamm's commercials. . . . Television has been especially valuable because of the mass appeal of programs and consumer attention and acceptance. . . . Since television is usually the No. 1 medium in Hamm's sales areas, television is the usual choice. The use of television by Hamm's has continued to increase with the growth of the business."

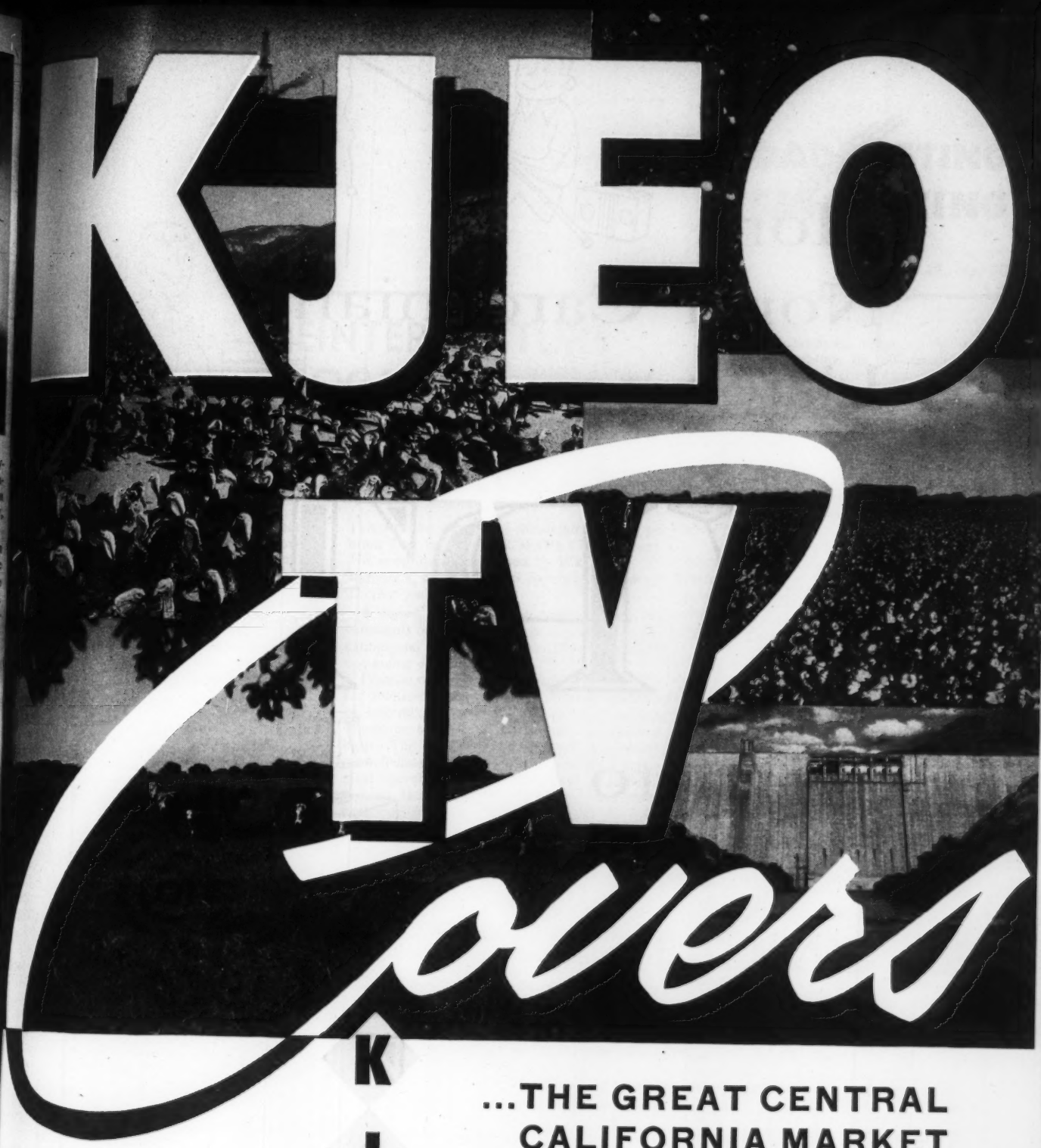
Under Mr. Moran, Hamm's has used spot radio and tv extensively. Telecasts of major league Cubs and White Sox games on WGN-TV have helped Hamm's capture a good share of the Chicago market since 1952, and the same holds true for baseball coverage in Minneapolis-St. Paul; Sioux City, Iowa; Duluth, Minn.; Albuquerque, N. M.; Tulsa, Okla., and Fargo, (N.D.)-Moorhead, Minn. Mr. Moran believes in strong local personalities and regional network sponsorship, along with spot film purchases.

Among its other properties: Ed R. Murrow's *Person to Person* on CBS-TV regionally in 33 midwest and western markets; *Hamm's Scoreboard* on a CBS regional hookup (during the baseball season), and such syndicated film shows as *I Led Three Lives, Mr. District Attorney, Badge 714* and *Championship Bowling*.

Mr. Moran married the former Ruth Hubrock. They have three children—John P., 11, Judith, 9, and Louis, 3. Mr. Moran is a member of Alpha Tau Omega social fraternity, the Convention Bureau and Public Relations Committee of the St. Paul Chamber of Commerce and the Governor's Advisory Committee for State Publicity.

Jack Moran has taken up fishing since he came to the land of sky blue waters, probably thinking of the day when Hamm's commercials can be presented with all their scenic splendor on color tv (Hamm's already has tested its commercials for tinted tv). In that regard, he says:

"Color television will express the Hamm's theme to even greater advantage, but the use of color television by Hamm's will depend upon the progress of color at the local level."



Latest Survey Shows
***KJEO-TV** First—Morning, Afternoon and Night*

K
J
E
O

...THE GREAT CENTRAL CALIFORNIA MARKET
(the richest per capita market in the world)

WITH EXCLUSIVE
CBS-TV and ABC-TV

O'NEILL BROADCASTING COMPANY
P. O. BOX 1708 Represented Nationally by the Branham Company FRESNO, CALIFORNIA

More North Carolinians Listen to

WPTF

Than to Any Other Station*

* SOURCE: NEILSEN COVERAGE SERVICE

WPTF

680 KC 50,000 WATTS

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

North Carolina's Number One Salesman in the South's Number One State

R.H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager

National Representative FREE & PETERS

BROADCASTING TELECASTING

November 14, 1955 Vol. 49, No. 20

FCC DENIES DEINTERMIXTURE; SETS FULL ALLOCATION STUDY

- **All petitions for unscrambling uhf-vhf are dismissed**
- **Drop-in of ch. 10 near Albany okayed for Lowell Thomas**
- **Complete reappraisal of present tv allocations is begun**

THE FCC last week wiped the deintermixture slate clean, denying all pending petitions to transform mixed uhf-vhf markets into uhf- or vhf-only, and set the stage for what could be a complete overhaul of its television allocations system.

With two of its members dissenting, the Commission wrote off deintermixture in individual cases pending a full reconsideration of the entire allocations plan. Unanimously the Commission instituted a rule-making proceeding to consider revision or retirement of the Sixth Report and Order of 1952 which established the present structure of fixed allocations.

The actions opened the way for the early issuance of several dozen final decisions in pending vhf hearing cases—most of which have been in a suspended state for six months or longer awaiting final disposition of deintermixture cases.

FCC Chairman George C. McConnaughey and Comrs. John C. Doerfer, Robert E. Lee, Richard A. Mack and Edward M. Webster constituted the five-man majority in denying the deintermixture petitions.

Comrs. Rosel H. Hyde and Robert T. Bartley dissented. The former termed the action "premature, ill-advised and wholly inconsistent" with the Commission's action in opening rule-making.

Comr. Webster, who earlier had been reported a dissenter, joined the majority because the denials were without prejudice to the petitioners. They can make their cases in the overall allocations proceeding, he said.

The FCC's action, in some quarters, is considered a blow to the future of uhf. It is felt by some that last week's decisions are an indication of the majority's viewpoint on uhf.

This is what the Commission did:

• Denied the five pending deintermixture cases involving Albany, N. Y.; Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill. It also turned down 30 other petitions for deintermixture involving such cities as Corpus Christi, Tex.; Hutchinson, Kan.; New Orleans, La.; Springfield, Ill.; Raleigh, N. C.; Louisville, Ky.; Fresno, Calif.; Miami and Jacksonville, Fla.; Spartanburg, S. C.; Toledo, Ohio; Philadelphia, Pa., and Newport News, Va.

• Authorized the assignment of ch. 10 to Vail Mills, N. Y., near Albany, on the ground that this assignment meets all the criteria of the present standards. Comr. Webster joined the dissenting commissioners on this action. This was the obverse of the deintermixture petition filed by now dark WTRI (TV) Albany. The drop-in was requested by WROW-TV Albany, now owned by CBS commentator Lowell Thomas and associates.

• Issued a rule-making notice asking for comments on the whole range of television allocations and standards by Dec. 15, with counter comments due Jan. 6.

Premise of the FCC, in denying the petitions for deintermixture, was that the whole question of intermixture and the future of television should be handled on an overall, rule-making basis. The FCC considered that the action on individual petitions would constitute a piecemeal operation. This would result, it said, in isolated solutions to the problem. Rather, it declared, the whole question should be considered in conjunction with all other recommendations which have been submitted on this subject.

The deintermixture petitioners had asked that the Commission revise its table of allocations to make a community either all uhf or all vhf. Many of the petitions suggested that the educational reservation be moved from a uhf channel to the single vhf wavelength. In other cases, it was recommended that the single vhf channel be deleted.

The object of these petitions, it was alleged, was to equalize television competition. The uhf operators feared that once a vhf station began operating, they would lose revenues and network affiliations.

In several instances, where a vhf station already was operating, the uhf petitioners acknowledged that they could compete under the status quo, but expressed despair at having to face the competition of two vhf outlets.

At the heart of the uhf problem is a two-fold obstacle: (1) lack of set conversions, and (2) the greater coverage possible by vhf transmitters.

The Commission majority's attitude toward the deintermixture petitions was expressed in these words:

". . . It has become clear that these proceedings provide an inadequate basis for the formulation of policies which must take due account of the extensive and intricate interrelationships of all parts of the Table of Assignments."

Again, the FCC majority said:

"In our opinion, if deintermixture, even on a partial basis, should finally be determined to be a useful method of resolving the overall problems, the particular communities for its application should not be selected merely because of the fortuitous circumstance of whether a vhf station has commenced operation in any particular community."

A key phrase in the majority decision was that the deintermixture petitions were being denied "without prejudice to any action the Commission may take as a result of [the allocations] proceeding."

Answering attacks on Comr. Mack's participation in the deintermixture cases on the ground he had not heard the oral arguments (he was appointed to the Commission after the arguments had taken place), the majority declared that there was no limitation on a Commissioner participating. It also called attention to the fact that Comr. Mack had read the record in these cases.

The question of Comr. Mack's participation was raised by several of the uhf petitioners Nov. 4. In formal petitions, they asked the

HOW THEY VOTED

	McC	Doerfer	Lee	Mack	Hyde	Bartley	Webster
Against Deintermixture	Yes	Yes	Yes	Yes	No	No	Yes
For Ch. 10 Drop-in	Yes	Yes	Yes	Yes	No	No	No
For Rule-Making	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Text of rule-making notice is on page 28. Texts of deintermixture orders begin on page 100.

FCC to reschedule oral arguments so that Comr. Mack might hear them.

Comr. Hyde, in a strongly worded dissent, declared that it's "imperative" to preserve the uhf service. "What the Commission has done today may deal a death blow to the uhf television service," he said.

He referred to the Commission justification for its action on the deintermixture petitions as "strange reasoning" and "an abrupt change in procedure, much belated in its application." The petitions were filed and considered, Comr. Hyde said, in accordance with procedures in existence and through which the FCC has acted in a large number of cases. He added: "The summary disposition of these cases today on what is essentially a new procedural device seems certain to raise grave questions as to the meaning of the earlier proceedings."

Taking cognizance of allegations that the Commission has met with network executives and others not parties to the pending deintermixture proceedings, Comr. Hyde declared that the real parties had not had an opportunity to rebut whatever recommendations had been made to the extent that they played a part in the majority decision.

The Commission's action in denying the deintermixture petitions is for the purpose of "clearing the decks" for the issuance of pending vhf decisions, Comr. Hyde asserted. This may result, he added, in "effectively eliminating many uhf stations which are presently in operation and in many instances render the cases moot." He warned that this was probably in contradiction to court decisions which require that the Commission must give an applicant a hearing before it can deny his application.

Not 'Drop-In'; 'Slug-In'

Comr. Bartley tersely declared that he favored deciding each of the petitions individually on its merits. This would result in "stability" and "guidance" to tv operators, he said. Referring to the assignment of ch. 10 to Vail Mills as a "slug-in," Comr. Bartley said this will result in the "death knell of multiple uhf services in the area. . . ."

Comr. Webster told how he had originally sided with the minority in considering denials of the deintermixture petitions "inappropriate and inconsistent" with the Commission's decision to issue rule-making notice.

"However," Comr. Webster said, "in view of the fact that the Commission's report and order as now written provides that its denial of the deintermixture petitions is without prejudice to any action the Commission may take as a result of the general rule-making proceeding in which the petitioners in these deintermixture proceedings will be given the opportunity to participate, it would appear to me that the majority's views are sufficiently similar to mine to enable me to concur with its report and order insofar as it concerns the deintermixture cases."

He termed the decision to assign ch. 10 to Vail Mills as "obviously inconsistent" with the proposed rule-making proceeding.

In its notice of proposed rule-making, the Commission repeated its objectives in attempting to establish a nationwide, competitive television system. These are:

- At least one service to all areas.
- At least one station in the largest possible number of communities.
- Multiple services in as many communities as possible.

In discussing the problems facing uhf and other telecasters, the Commission said that they were "to an appreciable extent" economic.

But it added: "At the same time, the Commission wishes to insure that to the extent that any of the present difficulties may be alleviated by possible revision of the present allocation system, such possibilities will be fully explored."

Under the Sixth Report, the Commission said, tv has experienced "tremendous growth" but "it is evident from recent experience that a nationwide competitive television service has not been realized to the extent contemplated at the time the Commission issued its Sixth Report and Order. . . . The familiar difficulties presently facing television broadcasters raise questions with respect to basic elements of the standards and principles established by the Commission in the Sixth Report."

The Commission's notice calls for comments on such deviations from the present tv standards as revision of minimum separations, limitations on powers and antenna heights, directional antennas, cross polarization. It also asked for a discussion of the effect of the proposed changes on the assignments occupied by existing stations, provisions for future expansion, receiver incompatibility and on educational reservations.

Parties submitting comments also were asked to include an assignment plan for Zone I (the northeast-north central U. S.) indicating specific assignments for each city in that crowded area.

The FCC also asked for comments on the suggestion that television assignments be made on the basis of individual applications, rather than through a table of assignments.

The Commission's action last week is the culmination of a series of moves by struggling uhf broadcasters which involved congressional committees, the formation of various blocs of uhf and vhf broadcasters, and an internal FCC struggle. The situation came to a head 18 months ago, resulting in a probe by the Senate Commerce Committee under Sen. Charles E. Potter (R-Mich.) in the spring of 1954. The Commission itself locked with the problem early last month, following oral argument on the deintermixture petitions last summer.

Threat of court actions looms when the FCC begins issuing final decisions in the pending vhf cases, most observers feel. When final vhf decisions begin to appear, they say, motions for stay orders can be expected to be filed in the U. S. Court of Appeals.

It is doubtful, informed sources indicate, that any appeals will be taken from last week's decisions on the deintermixture petitions. This is, it was pointed out, because there is no affirmative FCC action to attack.

The Commission hopes to begin issuing final decisions in vhf cases in a matter of weeks, it is understood. It hopes to clear up the backlog of pending vhf decisions by Christmas, it is believed.

HYDE WARNS AGAINST HASTY UHF-VHF ACTIONS

FCC commissioner tells NARTB Des Moines meeting that short-term results could constrict tv into "framework in which free competition cannot flourish."

WARNING that television will be constricted into a 12-channel "low ceiling" framework if the FCC acts on the current uhf-vhf allocations controversy with short-term results in mind was sounded last week by FCC Comr. Rosel H. Hyde.

Speaking to NARTB members attending the Fifth Region conference at Des Moines (see story, page 87), the FCC commissioner urged a full scale public hearing on the various proposals which have been submitted to the FCC.

If the Commission acts in haste, Mr. Hyde said, television may end up within a framework in which free competition cannot flourish. This leads to monopoly, he continued, and if monopoly situations exist "you members of the radio and television industry who have been so used to freedom and to open competition and to the advantages that result therefrom—you gentlemen had best become prepared to live within the field of tight and strict governmental regulations."

Responding to suggestions that the Commission ensure that the top 100 markets have at least three vhf channels, and to comments that there is sufficient economic support for only a limited number of tv stations nationwide, Mr. Hyde declared:

"I think that despite the tremendous advances of television in the last few years, we are today merely at the threshold of its future. I cannot agree with analyses based on today's known factors, that this industry must be limited in its potential and in its growth to a definite number of stations, in a definite number of markets. I reach this view not on the basis of a scientific formula, but simply on the basis of experience. Because, as the radio industry has developed beyond anybody's wildest imagination and expectation, so television has the same prospect."

Referring to proposals that would surrender the uhf channels, Mr. Hyde continued: "... In my opinion, to limit the potential of the industry to the use of these 12 channels is to bind the robust youngster into a straitjacket before we understand the reach and the scope of his growth."

Mr. Hyde continued:

"I personally believe that the American people, and our industry, are entitled to an opportunity to have all the pertinent facts properly developed upon a public record. These facts should be tested in the crucible of the public hearing processes, and from such a record, the Commission can properly decide what the present status of uhf is and what its real potential is."

Mr. Hyde's position has been called a freeze by some industry leaders. This is what he said on this point:

"I believe that the type of procedure which I propose will not, and should not, be permitted to take more than a short and reasonable period of time—a period that can be measured in a few months' span. As a matter of fact, we have received so much advice, both on and off the record, that it appears that virtually all of the material has already been prepared and merely needs a forum for its proper presentation."

Scharfeld & Baron Advocate Retiring Allocations Table

RETIRE the television table of allocations; permit applicants to apply for facilities anywhere.

This was the recommendation of the Washington law firm of Scharfeld & Baron last week to the FCC.

The plan, proposed in a formal petition to the Commission, provides that no changes be made in the mileage separation factors now in existence.

The table of assignments is no longer needed, the Scharfeld & Baron petition declared. It has outlived its usefulness as an administrative convenience, as a means of reserving channels for small communities and for educational stations. It no longer promotes the efficient use of tv channels; in many cases it permits channels to "lie fallow at locations where they are not in demand," the attorneys said.

IS THERE A DOCTOR IN THE HOUSE?

HERE is the text of the FCC's invitation for experts to present diagnoses and cures for television's ills: Texts of deintermixture orders begin on page 100.

In the Matter of Amendment of Part 3 of the Commission's Rules and Regulations Governing Television Broadcast Stations } Docket No. 11532

NOTICE OF PROPOSED RULE MAKING

1. The Commission's present television assignment plan, promulgated in its Sixth Report and Order in 1952, was designed to lay the foundation for the development of a nationwide competitive television system which would meet a series of stated objectives. These objectives may be briefly summarized as follows:

(a) At least one service to all areas.
(b) At least one station in the largest possible number of communities.
(c) Multiple services in as many communities as possible to provide program choice and to facilitate competition.

2. To some extent these objectives have been realized. Over 90% of the population can receive a degree of service from at least one television station. Approximately 75% can receive a degree of service from two or more stations. Almost 275 communities have at least one, and 112 of these have two or more, local television facilities in operation. Over 430 stations are now on the air, and the number of television sets in the hands of the public has increased to 35 million.

3. But despite this tremendous growth, it is evident from recent experience that a nationwide competitive television service has not been realized to the extent contemplated at the time the Commission issued its Sixth Report and Order. Many of the smaller communities are without a first local outlet and the expansion of multiple, competing services in the larger economic and population centers of the country is lagging. Difficulties encountered in achieving successful operation of stations in the uhf band have been a significant factor leading to this situation.

4. The familiar difficulties presently facing television broadcasters raise questions with respect to basic elements of the standards and principles established by the Commission in the Sixth Report and Order. And while these difficulties have varying impact on individual broadcasters and communities, they are manifestly nationwide in scope and may have far-reaching implications for the future of the television system as a whole. The Commission is therefore convinced that any approach to their solution must take cognizance of the overall, national scope of the problem.

5. The Commission recognizes that some of the present hindrances to the further expansion of television service in many communities are due to causes which lie beyond its control. To an appreciable extent these problems are basically economic and arise out of the limits beyond which it is not possible, at the present stage of the development of the television art, to obtain sufficient economic support to meet the high costs of construction, programming and operation of television stations. On other aspects of the problem, relating for example to the improvement of transmitting and receiving equipment, the industry itself can make valuable contributions. At the same time, the Commission wishes to insure that to the extent that any of the present difficulties may be alleviated by possible revision of the present allocation system, such possibilities will be fully explored.

6. The Commission has received a number of proposals from interested segments of the industry, which although they envisage fundamental departures from the present system adopted in the Sixth Report and Order and approach the problem on a nationwide basis, do not challenge the Commission's basic objectives. Some of the techniques suggested for alleviating the difficulties involve the use of additional vhf frequencies; the reduction of minimum separations to make additional vhf channel assignments possible, using either the present 12 vhf channels or new vhf channels, or both; deintermixture on a basis consistent with a nationwide solution, and other techniques. A number of the proposals include suggestions for modifications of the present standards which would permit the use of directional antennas, cross polarization, new limits on antenna heights and maximum powers for new channel assignments, and others; and some proposals contemplate combinations of the foregoing techniques. Some of the proposals envisage a revised nationwide table of fixed assignments; others look toward the adoption of new standards which would govern the addition of specific channel assignments on the basis of individual applications. In addition to these plans which have already been advanced, the Commission understands that a number of studies have been initiated by other groups in the industry.

WEIGHTY DECISION

ONE of the arguments made by opponents to the assignment of ch. 10 to Vail Mills, N. Y., was that this is so small a hamlet it does not even have a post office. In FCC regulations, co-channel and adjacent channel separation is measured station to station, or if there is no station the community's post office is used as a reference point.

The Commission, in a footnote to its decision last week, solemnly noted that Vail Mills does not have a post office. But, the FCC added, a post office is not a prerequisite to the assignment of a tv channel. "The post office is merely a convenient reference point," the Commission said, "and the lack of a post office in a community does not bar an assignment."

7. In these circumstances, the Commission believes that the public interest would be served by the institution of a general rule making proceeding to consider possible overall solutions to the problem on a broad, nationwide basis. All interested parties, including those who have informally tendered proposals to the Commission, will have the opportunity of submitting their suggestions in this proceeding. This proceeding will, we believe, facilitate an orderly review of the proposals and will afford the Commission a sound basis on which it may compare the advantages and disadvantages of the proposals, both among themselves and with respect to the present plan, and evaluate them in terms of the opportunities they may provide for fuller realization of a nationwide competitive television system.

8. As noted, there is considerable diversity among the various approaches that have been suggested. The multiplicity of the possible alternative plans suggests the desirability of establishing a basis on which it will be possible for the Commission to make a full and fair evaluation of the different proposals. This would be facilitated if those parties submitting proposals included data and comments relating to:

(a) The nature and the extent of departures, if any, for the present standards as adopted in the Sixth Report and Order with respect to:
  (1) Minimum separations.
  (2) Minimum and maximum limitations on power and antenna heights.
  (3) Use of directional antennas.
  (4) Cross polarization.
  (5) Any other deviations from present standards.
(b) The effect of the proposed revision on the assignments occupied by existing stations.
(c) The extent to which the plan submitted provides for the future expansion of television service.
(d) The impact of the plan on the problem of receiver incompatibility.
(e) The effect of the plan on the educational reservations.

It would also be helpful to the Commission if parties submitting proposals which envisage a revised table of fixed channel assignments, would include an assignment plan for Zone I indicating the specific assignments in each city. The Commission will also consider proposals which envisage revised standards for the addition of channel assignments on the basis of individual applications, rather than by incorporating new assignments in a revised fixed table of assignments.

9. In this initial stage, the Commission believes it would not be desirable to consider proposals whose scope is limited to action affecting only individual communities or a limited area. Premature involvement with questions relating exclusively to individual city assignments or to limited areas, without reference to a nationwide system, would unduly impede our progress in determining the basic course which it would be desirable to follow in considering possible revisions to the nationwide television allocation plan. At a later date, when the Commission has determined the general nature of any revisions to the present allocation scheme which it would be desirable to adopt, it will then be in a better position to consider comments relating to specific channel assignments proposed for individual communities.

10. All interested parties are invited to file written comments in accordance with this notice. In light of the many considerations which favor minimizing delay, the Commission has decided to require the filing of comments no later than Dec. 15, 1955, and the filing of reply comments to Jan. 6, 1956. An original and 14 copies of comments should be filed.

11. Authority for the institution of this proceeding is contained in Sections 1, 4 (i) and (j), 301, 303 (a), (b), (c), (d), (e), (f), (g), (h) and (r), and 307 (b) of the Communications Act of 1934, as amended, and Section 4 of the administrative Procedure Act.

FEDERAL COMMUNICATIONS COMMISSION
Mary Jane Morris
Secretary

Adopted: Nov. 10, 1955
Released: Nov. 10, 1955

TV DOESN'T NEED A NATIONWIDE COUNT

NBC RESEARCH CHIEF BEVILLE CHALLENGES THOSE WHO URGE ONE

A NATIONWIDE county-by-county circulation study such as those which were needed by radio would be a waste of time and money for tv because of inherent differences between the two media, Hugh M. Beville Jr., NBC director of research and planning, explains in the following article, written for B•T as an amplification of his talk before a Radio-Television Executives Society seminar [B•T, Oct. 31].

IN RECENT months the air has been filled with exhortations from various directions on the need for a tv coverage survey. Unquestionably there is substantial industry interest and need for uniform county-by-county tv set figures and for some type of coverage or circulation data.

However, most of the arguments which I have seen for a nationwide coverage study seem to overlook completely the value of the information which is currently available or which will be available within the next few months. An evaluation of the characteristics of tv coverage from an engineering standpoint (and particularly the difference between radio and tv) and of the basic needs of advertisers, agencies and broadcasters for up-to-date information leads me to two conclusions:

(1) Current needs do not require a multi-million-dollar nationwide county-by-county circulation study, and (2) from both a research and a business standpoint, such an expenditure on the part of the industry in 1956 would be wasteful indeed.

In order to support these conclusions, let me develop my line of reasoning. The Television Board of NARTB several years ago recognized the fact that there would be a future need for an industry-supported and industry-controlled measurement of tv sets and circulation on a county-by-county basis. NARTB set up a tv circulation committee. This committee, which has been joined by research representatives from all the tv networks, has for the past year been testing a particular plan which is designed to solve the problem. Alfred Politz Inc. has been conducting field testing of the survey method for nearly a year. The objectives and approaches of these field tests were first submitted to the Advertising Research Foundation on a consulting basis. The Politz report on methodological tests will be available for analysis by the committee early in 1956. A recent progress report stated: "The committee hopes and anticipates that the continuing nationwide set count and circulation measurement system can be available for the industry by mid-1957."

The work on his project has been disappointingly slow, but since new techniques are being developed for this industry measurement it is essential that they be thoroughly tested and validated. This approach is unusual in broadcasting research, where we have a variety of ratings and coverage techniques which are sold to the industry with little in the way of validation and field testing behind them.

To me the important aspects of the NARTB circulation committee's approach are:

(1) That it seeks to establish a uniform measurement which will have universal industry support and the authority of the Audit Bureau of Circulations in the printed field.

(2) The proposed plan envisions a continuous measurement which would be available to all subscribers at regular intervals.

(3) The plan will involve a thoroughly tested, validated method.

It looks to me as though these are sufficiently desirable long-range objectives to justify waiting another six or eight months for a proposal to emanate from the NARTB work. In the meantime, then, what is the status of coverage data for tv and how important is it that there be a nationwide multi-million-dollar study (or two or three such competitive studies) in 1956?

I think one of the reasons for the recent emphasis on tv coverage figures is that some timebuyers and researchers think in terms of the need for and use of such studies in radio. Actually, leaving aside the set count problem, developing coverage data for tv stations is a cinch compared to the problem we formerly had in radio. Let me elaborate. The need for radio circulation surveys such as BMB, NCS and SAMS sprang from a number of factors peculiar to radio but unknown in television, such as:

(1) *Vast differences in physical coverage of competing radio stations located in the same market.* Not only are there three separate classifications of radio stations (clear, regional and local) with variations in maximum power from 50,000 w to 250 w, but there are equally wide variations in physical coverage accounted for by a station's frequency assignment. Moreover, there are several different classifications of clear channel stations with varying capabilities for physical coverage. The effect of directional antennas upon radio coverage is substantial.

(2) *The important variable factor of ground conductivity, which makes it difficult to estimate coverage.* A station in North Dakota can serve an area more than four times the size of a radio outlet with identical power, transmitter, frequency and other physical facilities located in Pennsylvania. Local and regional differences in ground conductivity are likewise a factor.

(3) *Differences in the day and night coverage pattern of all radio stations are tremendous.* Atmospheric conditions which produce the sky-wave phenomenon peculiar to the standard radio band were part of the reason that the FCC set up various categories of radio stations. The principal clear channel stations serve vast areas after dark, thus developing nighttime audiences much larger than in daylight hours. On the other hand, regional and local channel operations, subject to a high degree of interference from stations on the same frequency, potentially serve smaller audiences at night than in the daytime. The effect of nighttime directional antennas and power limitations make for further differences between day and night coverage.

(4) *The number of radio stations physically available to listeners in any given area is vastly greater than is true for tv.* With nearly 3,000 radio stations operating, it is not enough for the advertiser to know that a station has a physical capability of being received. He must look for some "proof of performance" that the station actually has an audience in areas it physically covers.

(5) *Radio lacks projectable ratings services for individual markets and areas.* Radio ratings services have been principally confined to coincidental telephone surveys within city limits of major cities. As I will develop more fully further on, television has a wealth of interview data available from three ratings services of a projectable nature, all of them covering counties beyond the city itself.

Actual survey data on audience listening habits on a geographical basis were vital for radio advertisers because engineering measurements and various estimating procedures were unable to reflect the many variables represented by radio broadcasting coverage. This explains why over the years there were a number of national studies, such as BMB, conducted in the radio field.

How does tv differ? In the first place, the basic concept of the FCC's allocations plan is that all tv stations in a given community will be equal and competitive from a physical coverage standpoint. Limitations on effective radiated power are set for the low band (channels 2-6) at 100 kw, whereas high-band vhf stations (channels 7-13) are permitted a maximum of 316 kw erp. Similarly, uhf stations have been allotted

a maximum of 1,000 kw, with the possibility of even greater power, to enable u's to equal the coverage of their vhf competitors.

The factors of ground conductivity and atmospheric conditions are absent from the tv coverage picture. There are no power differences and no directional antennas required. Therefore, there is no difference between the day and night coverage of a tv station. Most communities have a limited number of tv stations available for viewing, a fact which greatly narrows the gap between physical coverage and circulation, between potential audience and actual viewing. The only important variable in tv coverage which is not a factor in radio is the effect of mountains and hills on the physical reception of line-of-sight tv signals.

It can be seen by the above analysis that tv engineering contours are a far more reliable measurement than they were for radio because of the absence of the many variables which determine the physical coverage of and the listening to radio stations. Estimated field strength contours can be quite accurate and with intelligent use by stations, agencies, and advertisers provide a uniform and sensitive method of evaluating physical station coverage. The B contour as computed according to FCC standards is the standard most widely used.

I don't for a moment maintain that all of the needs for coverage and circulation data can be solved by use of engineering contours. We know there are many areas where substantial tv viewing takes place well beyond the station's B contour. Likewise, there may be situations where the presence of unusual terrain features or the availability of a number of stronger signals may render B service of relatively little value from an audience standpoint. The point I would like to make, however, is that the number of such places is limited and their location is pretty well known.

To be specific, pending the outcome of the NARTB tv circulation committee proposals, I think the immediate need for circulation data in 1956 can be fulfilled by the following approaches:

Tv Home Figures by Counties: First and undoubtedly the most important element in developing uniform circulation data for tv stations is a common set of county-by-county tv set and home figures. Recognizing the need for this, the sponsors of the ARF-Census study of tv ownership for June 1955 some months ago initiated through ARF a project to develop a statistical method for estimating county-by-county data from the census data for geographic sections and city size groups. The exploratory work on this project is nearly completed and there is good reason to believe that a satisfactory set of estimates can be developed, predicated on the census sample survey of 25,000 households. The first such estimate would be a county-by-county breakdown of the June 1955 figures, but it is our objective to make similar county breakdowns for subsequent census studies such as the one planned for January 1956. Assuming that we meet no serious roadblocks on this project, we should be able to provide the entire industry with county-by-county estimates every six months.

There seems to be wide industry agreement that such a procedure would be vastly more satisfactory than any method now available or proposed for getting such county figures. A few seem to question the idea of arriving at these figures by statistical means. Although such estimating procedures will admittedly produce a potentially high degree of error for individual county figures, this is likewise true of any nationwide study which has ever been done or is now being proposed. For example, the sample size for the Nielsen Coverage Service 1952 study averaged 30 interviews per county, a sample which at best can produce only the roughest of estimates at the county level. As a matter of fact, in such situations statistical estimating procedures may even be preferable to interview results containing a high degree of potential fluctuation due to sample size. And certainly these mathematical estimates cannot be discounted by damning them as "only estimates," because there isn't a figure in use anywhere in media research today which isn't in truth an estimate. This includes the Census estimate of 32,106,000 tv homes as of June 1955, which was based on a sample of 25,000.

Coverage data: Once we have developed uniform industry county-by-county tv set figures from a reliable source, how do we meet the demand for more precise circulation data than is available from the use of engineering contour maps? First, let us see where the demand for such data exists. From NBC estimates we know that there are approximately 200 counties in the mountain state areas which can be classified as non-tv. These are counties where less than 10% of the families own tv sets. In most cases there is practically no ownership because the counties are far removed from any source of tv programming. In the remaining area of the mountain states there are so few stations operating that there is very little chance for question as to what stations people get their programs from.

In eastern Montana, for example, the only station available is KOOK-TV in Billings. In Utah, the only stations which can possibly be received are the three stations in Salt Lake City. Similarly, in Nevada whatever tv sets there are must watch either Reno in the northern part of the state or Las Vegas in the southern part. A careful study of a map of the U. S. will indicate that this situation is typical of practically the entire western half of the country (with the exception of the metropolitan areas).

In this entire area there may at most be two dozen communities of some importance from a marketing standpoint where more precise information is needed on the viewing habits of tv owners. I think responsible people in the industry could agree in a few hours as to where these places are. Furthermore, I am sure that research to determine viewing habits in these towns could be conducted in a matter of weeks for a small fraction of the cost of some of the surveys which are now being proposed.

Now for a look at the eastern half of the United States to see what kind of data we have. Let's start with the most important market, New York. Do we need a coverage or circulation study to show us the situation in New York County? Or Kings County? Or Queens? Or Bronx? Or Nassau? Or Westchester?

I have put this question to a dozen agency research and media people and have yet to find one who answered with an unequivocal "yes." The reason is clear when one realizes that we have a number of ratings reports which thoroughly cover the New York area (ARB includes 16 counties, NSI 29 counties and Pulse 17 counties). Whatever coverage differences may exist for New York City stations are not much of a factor in viewing habits until we get to the outer fringes—and these differences are unlikely to affect many buying decisions.

Now take a look at all New York State, accounting for 12.5% of all tv homes. Three ratings services currently operating cover a total of 26 of New York's 62 counties with interviewing on a regular schedule. These 26 counties account for 90% of New York State's tv homes and in the remainder of the state we have interviewing data from special ARB studies for markets such as Jamestown, Binghamton, Kingston, Poughkeepsie, Elmira and Utica. This leaves us with a relatively small number of marketing areas of any consequence in which interviewing data on stations' viewing habits would be required.

The situation which prevails in New York is representative of that in most other heavily populated states, such as New Jersey, Massachusetts, Pennsylvania and Illinois. In fact, taking the country as a whole, better than 75% of all tv homes are covered by regular ratings services or by special coverage reports, such as the ARB Abilene-to-Zanesville survey of 140 key markets conducted early this year. The 25% of tv homes for which interview data is lacking divides into three categories:

(1) Tv homes in counties which are currently within the coverage area of a station or stations located in a single neighboring city where there is no question regarding the source of tv programs.

(2) Tv homes in sparsely settled counties where the number of tv homes is not sufficient to importantly affect buying decisions or choice of stations.

(3) Tv homes in communities where population and tv circulation are sufficient to be of commercial importance and where more precise information is required.

THE BEVILLE PROPOSAL

My proposal is that we exhaust the use of engineering contour material and existing data to get the picture for the first category, that we skip the second category as currently commercially insignificant and that we concentrate our attention on the third category. One organization has already announced plans for a study to be done in January 1956 to cover 250 to 300 markets. It's my guess that there aren't more than 300 communities in the country where there is a real practical need for tv station viewing data. A survey of these markets seems to me an eminently sensible solution to the existing problem. This kind of an approach will:

(1) Produce the needed information by March 1956, in contrast to the elaborate nationwide plans which will take a year or more to complete. If the information is needed in 1956, then this is the only way I know of to get it.

(2) The cost will be only a fraction of a nationwide study.

(3) Information obtained for the cities surveyed can be far more reliable, because sample sizes can be ten times what they would be for a nationwide survey.

(4) The industry will be in a position to move in the direction of supporting a proposal from the NARTB tv circulation committee when the recommendations of this committee are made in 1956.

I am certain that the steps I have outlined can serve as a satisfactory interim solution to a vexing problem, while we work toward a satisfactory long-range set-up for tv comparable to the ABC for printed media.

MARGARINE KINGPINS PLAN RADIO-TV COUNTEROFFENSIVE ON PRICE-CUTTING

Larger producers of margarine increase budgets to offset price-slashing of supermarket with private brands; also seek wider acceptance among housewives of the nation.

MAKERS of "brand name" margarines, who will have spent $3.2 million by the end of this year in radio and television, are already planning vast increases of expenditures next year in a two-pronged drive to (A) combat the effects of price cutting by supermarkets with private brands; (B) encourage a wider acceptance of their product among housewives.

The national advertisers figuring in the stepped-up action are Standard Brands' Blue Bonnet margarine, Kraft Food's Parkay margarine. Swift & Co.'s All-Sweet margarine, Lever Brothers' Good Luck margarine, Best Foods' Nucoa margarine, and three regionals joining the march include Lever Brothers' Imperial, J. H. Filbert's Mrs. Filbert's margarine, and Armour Co.'s Cloverbloom "99".

Standard Brand's Blue Bonnet margarine, New York, No. 1 in sales in the chain stores throughout the country, which reportedly accounts for 62% of all sales in that field and currently spends a half a million dollars in television and radio campaigns, is planning to expand that budget in 1956 at the expense of newspapers. Television and radio network programs are under consideration, with specific plans expected to be completed within the next 10 days. Currently, Blue Bonnet allocates approximately 18% of its overall budget to television and radio. Firm participates on *Tennessee Ernie* on NBC-TV and Ken Banghart's newscasts on NBC Radio, plus spot radio. Ted Bates agency handles Blue Bonnet.

Kraft Foods, Chicago, whose Parkay margarine has been the leader in overall sales for the past 18 months, is currently spending $250,000 in radio and television. The margarine is advertised on *Kraft Tv Theatre*, NBC-TV, twice monthly, and runs an occasional radio spot campaign. The firm is expected to increase its budget by sponsoring *Tv Theatre* more frequently next year. Needham, Louis & Brorby, New York, is the agency.

Swift & Co., Chicago, for its All-Sweet margarine, another of the big three in national sales but currently unrepresented in radio or television, is planning to return to network television program sponsorship and radio spot schedules in the spring of 1956. Advertising plans for '56 at the agency, J. Walter Thompson Co., Chicago, will be completed within a fortnight. Earlier this year the firm spent $750,000 on a portion of the *Breakfast Club* on ABC Radio and segments of the *Garry Moore Show* on CBS-TV.

Lever Brothers, New York, whose Good Luck margarine is high in sales in the two-thirds of the country in which the margarine is distributed, has put the product's entire advertising budget of $1.5 million in radio-tv. Currently the firm participates in sponsoring *House Party* on CBS Radio and CBS-TV, *Big Town* on NBC-TV, *Lux Video Theatre* on NBC-TV and *Uncle Johnny Coons* on CBS-TV, in addition to radio-tv spot. Ogilvy, Benson & Mather, New York, is the agency.

Lever Brothers is also beginning to promote a new product, Imperial, which is said to be a mixture of butter and margarine. Imperial through its agency, Foote, Cone & Belding, New York, is planning an introductory radio-tv spot campaign to break Nov. 27 in the middle-west area.

Best Foods, New York, on behalf of its Nucoa margarine, another national advertiser, spends nearly $1 million in radio and television. Spots are placed in about 130 markets. Some changes are made in various markets, but Nucoa plans to continue this pattern of advertising for the upcoming year. Dancer-Fitzgerald-Sample, New York, is the agency.

J. H. Filbert, Baltimore, will spend approximately $150,000 in radio-tv in 1956 for Mrs. Filbert's margarine. This is roughly the same amount being spent in 1955. The advertiser is a regional distributor along the East Coast and as far west as Indianapolis. The firm will continue to run its three radio-tv spot schedules of eight to ten weeks each, in spring, summer and fall. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Armour & Co. is readying a new sliced margarine (Cloverbloom "99") which will be tested in 12 markets with a tv spot campaign. The firm has devised a machine to cut each quarter-pound of margarine into 16 square pats, foil wrapped and packaged in a conventional carton. Among markets to be tested are areas in Louisiana, Texas, North Carolina, Missouri, Ohio, Colorado and Florida. Agency is John W. Shaw Adv., Chicago.

The traditional problem for the margarine manufacturer has been to secure acceptance by the homemaker for his product as an alternative to butter. A few years ago, with the sanctioning of yellow coloring in margarine, significant progress was made toward that end. Today the objective is taste, with many companies experimenting to make the product taste more and more like the butter it is seeking to rival.

But the new problem for the national and regional margarine maker is the "encroachment" of the supermarkets, which have begun to produce their own local brands of margarine, selling them from five to eight cents cheaper.

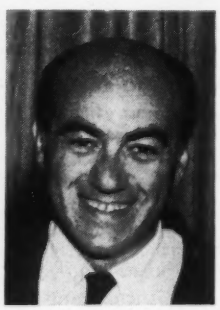
For his answer to these problems, the maker of margarine has turned increasingly to advertising, mainly tv.

NBC-TV 'ARROGANT,' 'CALLOUS'—SPECTOR

Agency head and Hazel Bishop board chairman denies he called newspapers 'best medium,' but he scores NBC-TV, which he said cancelled a time slot ordered by Bishop and confirmed by the network. He's 'considering litigation.'

DENYING a report in the *Chicago Sun-Times* that he had called newspapers the "best ad medium," Raymond Spector, president of the Spector agency and chairman of the board of Hazel Bishop, a $3¾ million tv sponsor, conceded, nevertheless, that he regarded NBC-TV as "arrogant, brazen and callous" in its treatment of his interests, and added that he was "considering litigation" against the network for "breach of contract."

In a news conference in New York Thursday, Mr. Spector alleged that he had placed an order for the 10:30 p.m. EST Sunday spot on NBC-TV which was confirmed by the network and followed by a release to the press, but that NBC-TV then withdrew the agreement and consigned the time instead to the American Tobacco Co. for its program, *Justice*. At one point in the conference he maintained — but later modified the assertion—that the tactics of the network bordered on monopoly and that their continuance could lead to government regulation.



MR. SPECTOR

In the *Sun-Times* story Mr. Spector was reported to have said, "The luster of tv is beginning to tarnish. . . . We are going back to a primary medium (newspapers)." He was further reported to have said, "This (Hazel Bishop) is considered a bellwether account. Many people will be watching, re-evaluating whether tv is just a glamor medium. I think you'll find in the next six months that it will become a topic of considerable discussion and lots of people will start thinking the same way. Tv is glamorous, but too speculative."

Included in the report was an attack on "the big networks" and a designation of the spectaculars his firm had sponsored as "a complete flop."

Explaining his views at the New York conference, Mr. Spector expressed surprise at the "furor" his reported remarks in Chicago had caused.

He maintained that he never said "newspapers are the best medium" but did say that newspapers could be effective if properly used like television, with "frequency, impact and continuity."

He said that he wanted to see television remain and would continue to use it for Hazel Bishop but that certain things were making it impossible, notably the "arbitrary increases which did not justify the cost factors."

"Advertisers will be forced to use other media," he said, if the costs in television continue to rise. The high price of television "forced us into newspapers and radio," he said. "We had to find some other media." He said he had taken $3½ million out of television for the newspaper and radio campaign.

In modifying his previously expressed views on the monopoly theme, he said that he was not opposed to network creation but that the network was flaunting the public interest when it controlled the selection of programs.

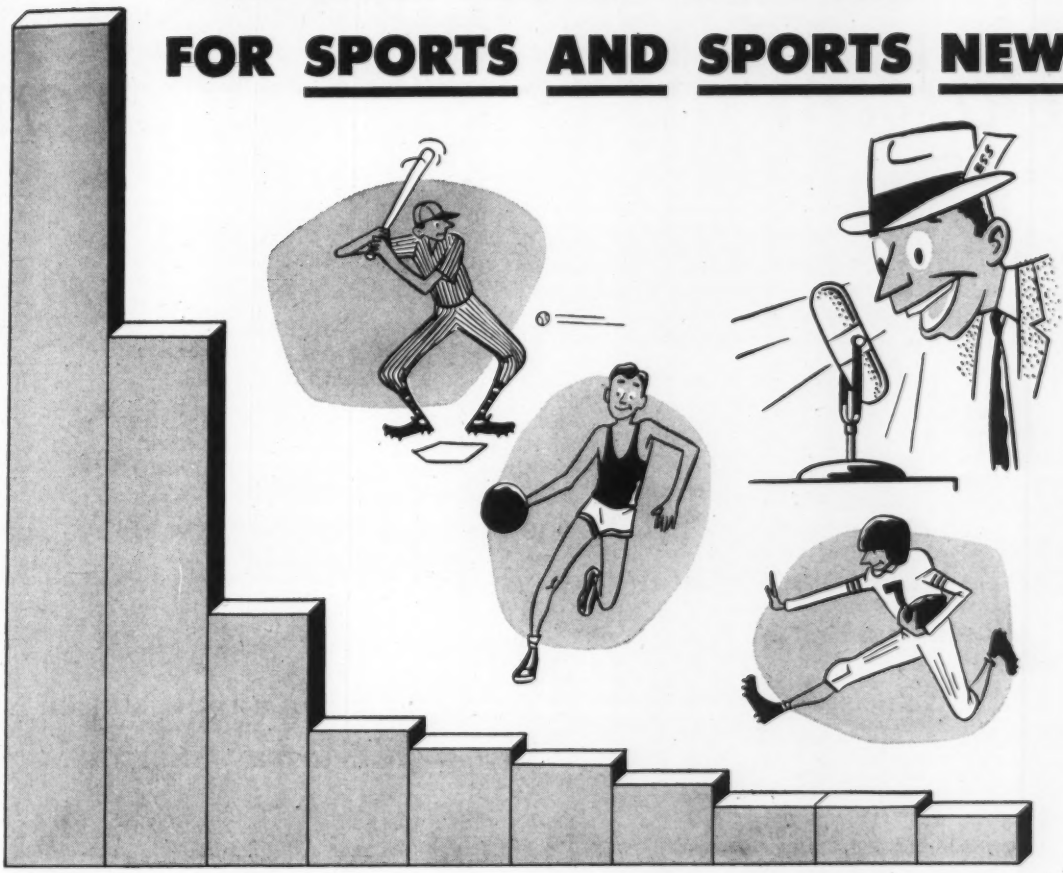
He insisted that Hazel Bishop would continue to sponsor *This Is Your Life* on NBC-TV, but admitted that the contract with the network for the show still was unsigned because of disagreement over "several clauses." At issue was the question of kinescope repeats during the summer and the designated number of color presentations for which the advertiser would automatically spend 25% more per show. Mr. Spector said that the program cost Hazel Bishop $57,500 per week and NBC-TV $50,000 weekly for talent.

In addition, Mr. Spector said the cosmetic firm was spending $1¼ million in a television spot announcement campaign in 100 markets.

Mr. Spector maintained that he did not attack the "spectaculars" in general but only those "stinkers" that he had sponsored on NBC-TV.

(A&A continues on page 56)

WHO IS IOWA'S FAVORITE RADIO STATION FOR SPORTS AND SPORTS NEWS



WHO	WMT	KRNT	KWWL	KICD	KCRI	KIOA	KGLO	WSUI	KROS
26.8%	16.5%	7.7%	4.4%	3.9%	3.2%	2.4%	1.9%	1.9%	1.8%

THE facts above are a tiny fraction of Iowa's listening habits and preferences—now brought up to date in the *seventeenth* annual Iowa Radio-Television Audience Survey, by Dr. Forest L. Whan.

You should have a copy, because this completely authoritative study can remove the danger of guess-work or "hunches" from your promotion plans in Iowa. Please write us, or Free & Peters.

WHO is *glad* that our own interests are also best served when you know the *full truth* about radio and television in Iowa.

NBC Affiliate

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Baltimore is STILL *different*

There are now nearly one and a half million people in the Baltimore metropolitan area. But they're *still* concentrated in a small geographical area.

That's why you don't need great power in a radio station to reach them. That's why you don't have to pay high rates to reach them.

W-I-T-H covers this market thoroughly—at low, low rates. W-I-T-H delivers more listeners-per-dollar than any other advertising medium in Baltimore. Get the whole story from your Forjoe man!

In Baltimore buy

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**

WHAT LIES AHEAD FOR TV NEWS?

FOUR WORKING NEWSMEN CHART THE COURSE AT SDX MEETING

NEW TECHNIQUES, new facilities and new scope for the news coverage television can provide were forecast last Thursday during a news panel at the Sigma Delta Chi meeting moderated by Sol Taishoff, B•T editor-publisher.

The exciting possibilities of transoceanic television hops were described by William R. McAndrew, director of news for NBC. He envisioned a day in the not-too-distant future when tv signals will be transmitted on continent, bounced off a satellite making its orbit of the earth, and picked up in another continent. Other advances, more prosaic but also more imminent (including greater use of color), also were predicted by Mr. McAndrew.

John Day, director of news for CBS, saw tv news becoming more immediate and more detailed, with longer, more comprehensive programs supplanting present-day 5- and 15-minute shows.

Spencer M. Allen, director of news for WGN Chicago, took tv newsmen to task for accepting "handout" interviews as real news. He thinks the pool technique is not all it might be, and suggests coverage be put back on a more competitive basis.

The fight for equal access of tv and radio to public judicial and legislative sessions was championed by Donald G. Coe, director of special events and operations for ABC. The technical advances which will improve tv's ability to cover a story are for naught if tv isn't allowed in, he said.

Excerpted texts of the four talks follow below, beginning with Mr. McAndrew's.

BASICALLY, the ultimate objective of tv news would be the live presentation of every event in a show precisely at the time it was occurring, no matter where in the world it was taking place. That, to put it mildly, would be a spectacular feat. The biggest preventive has been the technical lag.

Transoceanic television today *is* possible. We investigated this subject thoroughly when we tried to get a live television pick-up from Geneva for the "Meeting at the Summit" show in July. We found there actually are at least five methods possible.

First is the Great Circle Land Chain, microwave relay system using land bases from Maine through Labrador, Greenland, Iceland and the Faeroes, Shetland and Orkney Islands to England. Its cost, however, would be prohibitive, both for construction of stations and for maintenance.

Second is a transatlantic coaxial cable. This would require booster relay stations every fifty miles or so. The cost, again, would make this out of the question.

Third is the moon. Direct television beams from Europe would be bounced off the moon in such a way as to reflect back to earth and land in a receiver along the Eastern seaboard. The two basic difficulties here are that the moon is not always *where* you want it *when* you want it; and that scientists report the moon's surface is too soft and powdery—mostly silicon—to reflect adequately.

Fourth is the brute force or scatter system. This consists of beaming a television signal into the air, where it would hit the ionosphere layer above the earth. Some of the beams would go through, like a water stream hosed against a screen door, and would be lost. The rest would bounce back to earth. With proper aiming, this bounce would land on the ocean—a good reflector—bounce back to the ionosphere again, back to the ocean and thence to the receiver.

MR. McANDREW

The problem here is building a transmitter strong enough to drive that signal to its destination. At present, a 1,000 kw model has been tested and found successful to a degree. But for practical use, at least a 5,000 kw signal would be needed. Producing and transmitting that power would generate a tremendous heat, a heat greater than can be coped with adequately at the moment. But one of the two best chances of success lies in this method.

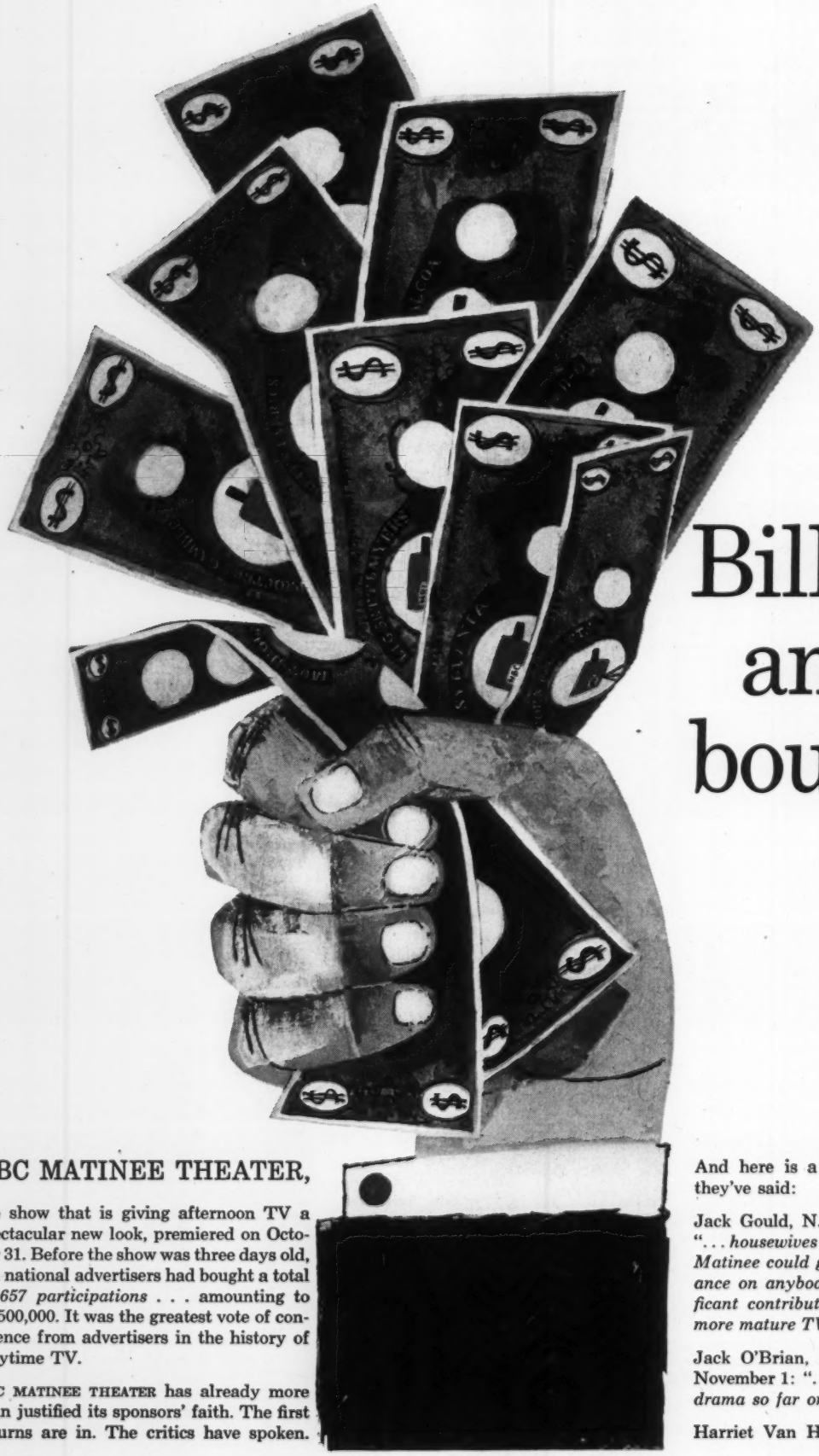
Fifth is the earth satellite, for long distances, or a plane, for short distances. This method would involve bouncing the brute force or scatter signal off a controlled satellite circling the earth at 200 to 300 miles up, or off a plane only a few miles up.

The government has already announced that such a satellite is being built. If so, with this method, there would not be the loss of signal rays through the ionosphere that I mentioned occurred in the original brute force system. Also, the reflector would be of greater stability, quality and dependability.

We checked with the Navy and found that the brute force system today would cost about $10 million. Obviously, that is an impossible price. But it will not be long before the figure will be practical.

This coming Sunday [yesterday] we are going over water to Cuba for a *Wide, Wide World* pick-up direct from Havana. This signal will use the short-range scatter system, being bounced off a plane to a receiver at Miami. And what can be done live from Cuba this week can perhaps be done live from Europe within three to five years.

When this technical lag is overcome, we



Billings and bouquets

NBC MATINEE THEATER,

the show that is giving afternoon TV a spectacular new look, premiered on October 31. Before the show was three days old, *ten* national advertisers had bought a total of *657 participations* . . . amounting to $5,500,000. It was the greatest vote of confidence from advertisers in the history of Daytime TV.

NBC MATINEE THEATER has already more than justified its sponsors' faith. The first returns are in. The critics have spoken.

And here is a small sampling of what they've said:

Jack Gould, N. Y. Times, November 1: "*. . . housewives couldn't believe their eyes. Matinee could give an evening's performance on anybody's network. . . . a significant contribution to the evolution of a more mature TV.*"

Jack O'Brian, N. Y. Journal-American, November 1: "*. . . by far the best daytime drama so far on TV.*"

Harriet Van Horne, N. Y. World-Tele-

gram & Sun, November 1: *"A full hour of quality drama bound to please the housewife . . An honest, intelligent series, slickly written, stylishly acted, and in radiant, compatible color . . ."*

Bob Hull, Los Angeles Herald Express, November 1: *"First reaction from Los Angeles residents who called this office boils down to one thing. Well done . . ."*

Glenna Syse, Chicago Sun Times, November 1: *"(Matinee) looks as if it might keep the Missus out of the kitchen long enough each afternoon to incite real havoc with the evening dinner menu."*

No wonder that for year-round advertising, and for special campaigns like Christmas promotions, more and more advertisers look to

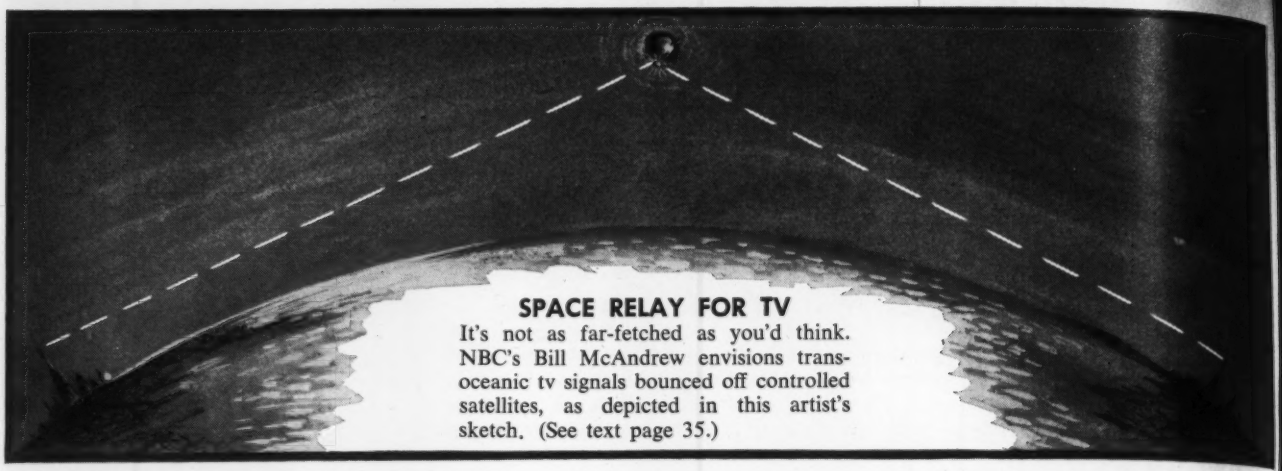
NBC

MATINEE THEATER

Monday thru Friday, 3-4 P.M., EST.

on NBC TELEVISION

a service of RCA



SPACE RELAY FOR TV
It's not as far-fetched as you'd think. NBC's Bill McAndrew envisions trans-oceanic tv signals bounced off controlled satellites, as depicted in this artist's sketch. (See text page 35.)

will have more mobile equipment—gear that is lighter, more compact, less expensive, more easily portable. Already we have such devices as the Vidicon—the tiny tv camera that can be hand carried. Its biggest drawback so far is that in its portable version its signal can be sent only a very short distance. We also have the wireless microphone. Its drawback, again, is that its signal can travel only a short distance. But these factors are on the way to solution.

Most important of all is the development of electronic photography. Our parent corporation, RCA, is now field-testing its system for recording both black-and-white and color television on magnetic tape. This tape can be run from its receiver directly into a transmitter to send signals for black-and-white or color pictures into the air. The tape does not have to be developed or printed, as in film; it makes possible virtually instantaneous transmission.

Despite these technological advances, however, television news shows for some years to come will have to rely basically on newsreel-type film. But this does not mean that we will be "stuck" with our present sort of film for half a decade or more. Quite the contrary. Those technological advances I mentioned will bring us continued improvement in three most important factors:

(1) Greater speed in getting film to available tv origination points, through a combination of jet airliners and the ever-increasing number of television stations, which puts a station somewhere near the scene of almost any event.

(2) Greater speed in the processing of that film, both in black-and-white and in color—and don't forget that, with the rise in color tv, we'll be using color film on tv news shows.

(3) Greater quality in that film—reduction in graininess, improvement in contrast qualities, possibly a simplified version of 3-D.

Now, then, what about the content that all these new technological gains would transmit. Where is tv news going as far as its handling of the news itself is concerned?

Again, no one knows the answer. We are all, in a sense, groping. We all are seeking to better utilize the news-in-depth method of reporting. And this phase will be intensified and expanded.

It is in this field, I think, that tv news will make its greatest strides. For the public these days wants to know more than simply "what happened." It also wants to know why . . . what were the forces at work that led to a particular event . . . who are these persons involved . . . what is their background . . . and, perhaps most important, what are some of the major alternatives for the future.

In other words, it is not enough any more merely to report that there is a cat on a hot tin roof. Now we must also report how the cat got up there, what drove it to do so, how long it is likely to stay, which way it might jump, and what the consequences might be for each potential jump.

The ideal, of course, would be to let a news program go on and on until you ran out of news, then turn the network over to the next program. Obviously, as complex an organization as a television network simply could not function under such a haphazard schedule. But I feel certain that some adaptation of that idea will come.

Pat Weaver, NBC president, in a recent address before the Institute of Practitioners in Advertising in London, pointed the way for tv news when he said:

"I believe that in the last few years, we have set in motion an information explosion. To each man there is flooding more information than he can presently handle, but he is learning how to handle it and, as he learns, it will do him good. I mean that each individual has the equipment to handle far more data than he does handle, and we can vastly increase the volume of traffic through his mind, and when we do (that) . . . he will respond with . . . better and more intelligent decisions. He will less likely be moved by emotionalism. He will be less likely to fall prey to fear, anxiety and confusion."

It is through this interpretive reporting, this reporting in depth, that we can supply our viewers with the well-rounded, three-dimensional information that can make them better citizens and thus better protectors of our democratic way of life. This is no routine flag-waving; this is deadly serious. For it is an ill-informed public that most easily succumbs to dictators and oppressions. This is, at bottom, even a selfish attitude—for our own self-interest and our own survival are at stake.

THE TREND TO LENGTH, AS SEEN BY CBS' DAY

IT GENERALLY takes longer to *show* something than to summarize it in words and the trend [in tv] is toward longer and longer shows rather than shorter and shorter. I will be glad when that trend catches up with tv news—or vice versa—for the five-minute tv news shows are little short of an abomination to my way of thinking. And the 15-minute show—11½ minutes of news when commercials and openings and closes are deducted—is all too short when one is striving to cover the news with scope and perspective.

Trying to jam the day's news into a 11½-minute tv show is like trying to squeeze it into a 25-column news hole. Yet some British papers proved it is possible to do a pretty good job in a four- or six-page paper, and by the same token I believe it is possible to do a pretty good job in 11½ minutes. The newspapers I'm speaking of don't come up with *New York Times* coverage—and neither do 11½-minute tv programs. But with very careful editing, each in its field can do a lot.

MR. DAY

That editing consists of choosing—as any good news editor would choose—the top stories of the day, and of telling them as clearly, objectively and succinctly as possible. Maybe that can be done with pictures alone, with the aid of pictures, or without pictures. Since the great advantage tv has over other media is that it can present pictures that move—and present them faster than any theatre newsreel—it was natural I suppose that tv news editors became somewhat obsessed with the picture, often at the expense of the story.

But certainly at CBS, and I believe at other networks, there has been a fairly successful effort to overcome that. If a story is important or of major interest, we tell it, whether we have good pictures or *any* pictures. Day after day I have found that

THE PIED PIPER OF HOUSTON

KiTiRiK-Channel 13's black magic mascat has enchanted the children of Houston, and changed the Houston market in less than a year. Houston has become Hamlin Town with the grateful parents joining in the parade to KTRK-TV.

July ARB shows our daytime combination of children's programs, films and family features leading network competition in 56 out of 160 weekly quarter hours, and a close second in 60 others. More than 60% of the audience hears KiTiRiK's "Piper's tune" at 5:45 daily to lead into the great new lineup of ABC family shows—Warner Brothers Presents—Disneyland—Lone Ranger—Rin Tin Tin. And KTRK-TV still programs more sports for Dad each week. Good shows make good adjacencies. Call us or Blair-TV.

THE CHRONICLE STATION, CHANNEL 13 **KTRK-TV** P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett

NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

NOW COMES COLOR IN TV NEWS

FAST COLOR FILM, one of the latest developments the tv newsman can use to improve his coverage, was described to the SDX panel by NBC's Mr. McAndrew. He also showed films to illustrate the points he makes in the paragraphs that follow.

JUST this week—Monday, to be exact, NBC news placed the first commercial order for the first color film ever made sufficiently sensitive for general news coverage.

Spot news coverage on color film has been held back by two roadblocks: The film was not "fast" enough for conditions other than good daylight and processing generally took days, instead of hours or minutes.

As a result of those conditions, the first color news program—NBC's *News Caravan* in February 1954, almost two years ago—was limited to background and feature material, shot and edited days in advance. Then, in May of this year (1955), Eastman eliminated the processing barrier. We were able to present the first coast-to-coast color coverage on a "same day" basis. This was the report on Operation Cue, the atomic blast, filmed at dawn near Las Vegas, flown to Los Angeles, processed in two hours by Eastman on a priority basis, edited, scripted and projected by NBC that same evening.

Now, a new type of color film called Anscochrome has carried us over the second barrier—that of low sensitivity. This film is rated as more than twice as fast as present Kodachrome. Ansco offers once-a-week processing at a rating more sensitive than many current black-and-white emulsions.

Some of the color film you are about to see is this daylight type. You will also see—and this is even more important to television journalism—two sequences photographed *indoors* at the same speed rating, without any additional light. These were done on Anscochrome's "tungsten" emulsion.

The 200 feet we used for these tests constitute another first—they're the first rolls of this film ever made available outside the government, which has been using it for classified and experimental work. It still is not on the general market, but NBC news has placed its orders. And Ansco will co-operate on processing for "same day" use.

A still photograph is interesting. The addition of motion and sound adds to the impact. And the further addition of color adds a wallop. As a sample of what color can do: In one of these films you'll see a pavement tossed up by a flood; in shades of gray you'd miss it, in color it stand out.

the evening's top television stories are the next morning's page-1 newspaper stories. The real competition for time, just as the real competition for space, comes with the secondary stories, the human interest features, the stories that are highly pictorial but of little true moment, the stories that can be told in some depth if time is taken from items in the categories I have just mentioned.

In the beginning many persons believed that some formula, gimmick, trick or method would be discovered that would revolutionize television news reporting. No such thing ever turned up and in all probability no such thing will. As a result, improvement of television news has had to come about in slow, hard and often small steps, with a little experimenting here, a little improvement there, to make the over-all product better. Improvements in techniques of shooting film, in the pictorial story reporting of the cameraman and the correspondent, in the techniques of editing and presenting the story, in the background sets, in the pace and the pertinence and the clarity and the scope of the news.

And improvement in entertainment qualities, too. For one must never forget that television is basically an entertainment medium.

It will, I believe, always be basically an entertainment medium, but as time goes by and it gets over its growing pains it will find more time for news and more serious programming. I'll hazard a guess that not only will there be more news programs on the air, but they will be of longer duration and they will be better.

CALL FOR ORIGINALITY SOUNDED BY WSN'S ALLEN

THERE are some bad habits and some booby traps we television news editors have been falling into. One of these is the deadly tendency to stereotype—not only on the local level, but in Washington and elsewhere. Here in Chicago, for instance, if Adlai Stevenson is giving a statement or being interviewed for tv newsreel, you'll see and hear the same thing on all four tv stations, because the locals and the syndicate reels all set up their cameras jaw to jaw. One cameraman acts as spokesman and all reels take the same thing.

MR. ALLEN

Every night youll see and hear the same Washington officials, saying the same thing in front of the same old Pentagon or Senate Office Building. They say the same thing for everybody—NBC, CBS, ABC, INS and Movietone. Someday, I'm going to double-cross my local competitors, by leaving with all of them thru the front door after a cozy little pool pickup. I'm going to bring the camera back in the back door and try to get something I didn't help pre-arrange.

I'm getting a little weary of this cooperation with each other in set-ups. Let's leave something to be achieved by some rough and tumble competition. When things get too automatic and too pat, they get dull.

But with stereotyping comes a far worse evil: we are being used by many of these so-called "newsworthy" people to publicize their views. We are not being reporters and bona fide newsmen when we come running with our camera crews every time a potential news source whistles at us. He says he's calling a news conference for the tv newsreels. Nine times out of 10, he'll say precisely what he wants to say and that's the end of it. No questions are permitted, and there's no other comment. We say, "Thank you, sir," and then hustle off to make like mimeographs for this gentleman who has found a wonderfully cheap way to spread his face and views across the nation.

Yet we continue to be suckers for this routine—we don't dare pass up the guy sometimes because then the opposition has the beat on you. If we'd only stop and consider—since when is a handout a beat? It may be on your film, it may be your special events man holding the microphone and asking the prescribed question. But the subject is still giving his pre-determined answer, and I say it's a handout and not the kind of journalism we should be doing.

Let's stop waiting for the subject to call a pooled conference. Get to him first, and make your story yourself. And in the course of this new approach, we'll have to develop enough guts to dismantle our cameras and walk out of a handout press conference without making a foot of film, if there is to be no give with the take.

We've made big strides in the light department with the advent of fast film. We don't have to heat up the subject to the boiling point or blow his main fuses. Usually we can film him in natural light. And by now, our cameramen should know how to pre-set their lenses, and rack over their turrets while rolling so we can avoid the exasperating starts and stops to achieve variety in framing and field.

But, perhaps most important, there should be some improvement in our attitude of approaching our subjects. For too long, we've had the hat-in-hand approach. Let's stop placing ourselves in the position of letting our subject think he is doing us a favor. Make him think *we* are the one's performing a service and if anyone is inconvenienced it's the television reporter, not the subject. The attitude of both should be greatly improved.

TELEVISION AND RADIO DESERVE ACCESS—ABC'S COE

I THINK in a large measure where television news goes will depend on the advances to be made in two large fields. First, as working newsmen, we are going to have to depend on the scientists and the engineers for technical developments which will make television reporting much more efficient and much less costly than it is today.

The engineers are doing fine work for us and I feel sure that between the two T's (transistors and tape) we will in a few years be able to make our television newsmen just as mobile as we have been able to make our radio newsmen. By that I mean the day is not far distant when a tv newsman can send back from the scene of a fast-breaking news

NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.

Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

story a running tv picture and sound report which can be used either live or taped for playback on the next regular news program. We hope to see the taping of video a true, workable reality in the next couple of years.

I also feel that the technical advances which are made will not mean a great deal to the progress of television news unless we are able to remove some of the shackles that surround us now. And that is the second field in which we must advance.

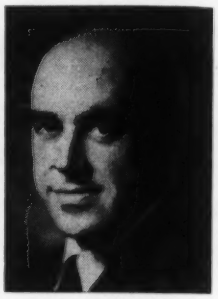
How do we stand today? We are permitted—at the discretion of a Senate committee or its chairman—to bring our cameras to most legislative hearing rooms. But in the House of Representatives there is a flat ban on picture coverage of any hearing. Our representatives in Washington have never been able to convince one man, the current speaker, that we should be permitted to broadcast or televise the proceedings of what is otherwise public. Or perhaps I should say semi-public.

Because in a day when a medium exists to bring the sights and sounds of an important hearing affecting the future laws of our country to more than 75% of all the people in the country, it is folly to say that the action is taken publicly when it goes on before a few hundred people who happen to be visiting the Capitol at the time. And let me emphasize I cast no reflection on the members of the press who cover these hearings when I say nothing can compare with the presentation of the actual words and pictures of the hearing itself. Yet, for some reason that medium which alone can bring the complete hearings into millions of homes is barred.

It is rather unfortunate, it seems to us, that this discrimination against television has largely been ignored or soft-pedaled in the other communications media which are not affected. I would suggest we would hear a very loud outcry were reporters asked to check their pencils and copy paper at the door of a public hearing in Washington at which sight-seers were admitted in relays of a hundred at a time.

We are going ahead with our campaign for complete freedom of press, radio and television to wipe out the semi-public governmental hearing or proceedings, and make them all truly public. And there is no reason why we should not be permitted to broadcast and televise the proceedings of the houses of Congress, either. These deliberations, too, should be truly PUBLIC.

A few weeks ago a committee of indignant citizens was formed in New York City to do something about the horrible congestion of court cases on the calendar. The committee, with some very prominent members of the New York bar, said frankly that television was the only medium that could adequately bring to the attention of the people the problems of court overcrowding and the committee's plan for the solution. This seemed very strange to us, since only a few years before—in 1952 or '53, the New York Legislature had enacted a law which absolutely prohibits televising or broadcasting any judicial or other proceeding at which witnesses are subpoenaed and testify under oath.



MR. COE

I feel that one of the ways television news can advance is to break down the barriers it faces—and for that we will need the help of everyone in the communications field, not just the broadcasters and telecasters.

GIANT COMMERCIAL

SOMETHING NEW IN TV: PONTIAC PUTS $16,000 INTO 5-MINUTE 'SPECTACULAR' ON HOUR SHOW

A "SPECTACULAR" among live tv commercials—that's the label MacManus, John & Adams puts on the $16,000 advertisement it produced for Pontiac to introduce the new 1956 models.

The commercial was telecast Oct. 25 a little more than a quarter of the way through NBC-TV's *Playwrights' '56,* which Pontiac sponsors on alternate Tuesdays, 9:30-10:30 p.m. EST.

To inject the bigness and excitement desired, Pontiac used the full commercial time on the program—five minutes—for a single presentation. To achieve mobility, the producers took over the 101st Armored Cavalry Armory on upper Madison Ave. in New York where, on the huge polo field, the General Motors products could wheel about in eye-catching patterns. For the dramatic touch, a spotlight system was employed, washing each of the new cars in a pool of white light. Lighting alone cost $5,000.

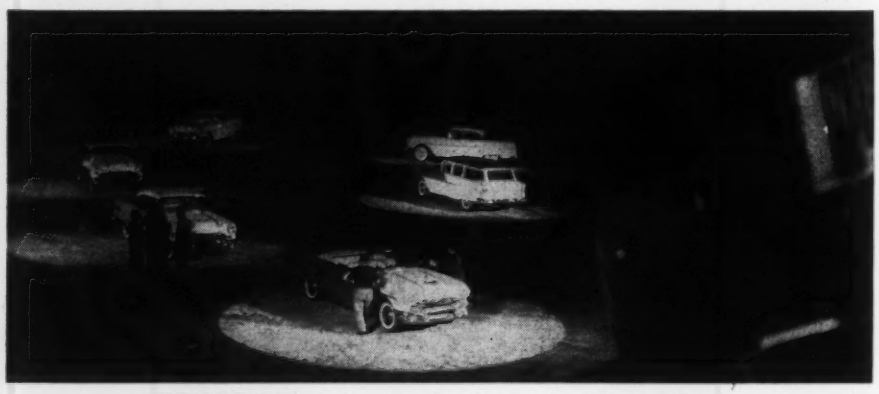
The drama was telecast live from Hollywood while the commercial, plus a minute of film (three insertions, each 20 seconds long), originated in New York, requiring skillful know-how and perfect timing.

A 40-man, NBC remote crew was imported. With Mike Zeamer directing, only two 10-hour days were consumed in the setting up. Employed were five cameras, eight shiny Pontiacs, eight actresses, four actors, a 28-piece orchestra under composer Gene Hammet, who composed an original score for the background music, and announcer Frank Simms. There were three separate pickups at the armory—of the automobiles and action, and of the orchestra and the announcer who were housed in different rooms.

To add to the complexity of connecting cities spaced thousands of miles apart, the producers cut in film for the commercial from Radio City in mid-Manhattan.

It was not without a crisis, however. A minor accident at the last moment nearly nullified the more than 1,000 man-hours of work. Less than a minute before NBC in Hollywood was to reverse the lines to pick up the commercial in New York, two fuses blew and all power at the armory—where the full production was about to rip forth in dazzling array—was lost. A brave electrician grabbed two fuses and jammed them into their sockets. He suffered second degree burns but the Pontiac commercial spectacular was on the air.

Production for the agency was under the direction of E. A. Jones, executive president; Ted Allegretti, tv account executive, Henry Townes, radio-tv vice president, and Mark Lawrence, production chief.



TECHNICIANS set the stage for the Pontiac "Spectacular."

PATTERN FOR PONTIAC

WILL the long, five-minute commercial set a pattern for the hour tv show? Certainly not for all, but MacManus, John and Adams Inc. believes it may possibly point the way for the Pontiac-sponsored *Playwrights' '56.* Its $16,000 commercial on Oct. 25, slotted before 10 p.m. in the 9:30-10:30 p.m. period, proved to be an audience holder, according to agency spokesmen. Normally, the program's rating drops substantially in the second half-hour when *$64,000 Question* is programmed on CBS-TV. For the Oct. 25 telecast, however, when the single, arresting commercial was used, agency producers noted that not quite two points were dropped in the rating of the second half-hour—a phenomenon of considerable importance in the Tuesday night ratings battle.

SPOTS
BEFORE YOUR EYES...

IN PORTLAND, OREGON KLOR BRINGS 1,798,000 EYES* INTO FOCUS ON TOP SPOT ADVERTISERS!

ANY WAY YOU LOOK AT IT, KLOR-CHANNEL 12, Portland, Oregon, is one of the West's top SPOT buys! Oregon Territory never looked better...never was richer! KLOR-Channel 12 gives you a big, prosperous 27-county coverage...embracing 310,000 TV homes... 2.9 viewers per set*...75% saturation. IT'S EASY TO SEE that KLOR's top SPOT leadership has been achieved with top programming, both ABC network and local.

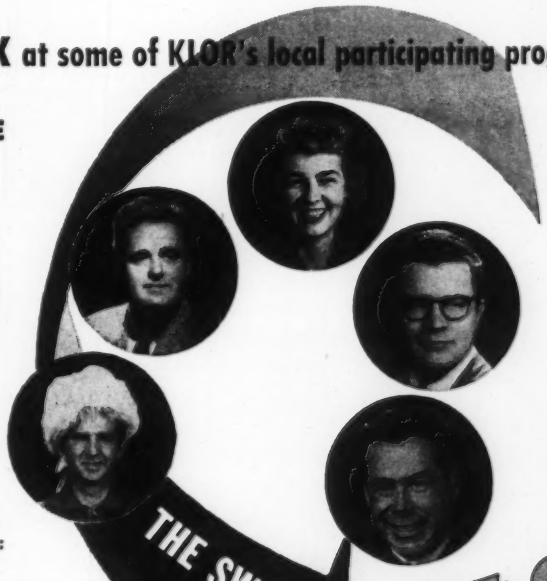
TAKE A CLOSE LOOK at some of KLOR's local participating programs Portlanders go for:

LADY OF THE HOUSE
with Vere Kneeland
Noted Food-Fashion Authority
Monday through Friday
3:30-4:00 p.m.

RON MYRON SHOW
Variety Program
with Guests and Music
Monday through Friday
2:30-3:00 p.m.

THE KIDS ARE GOGGLE-EYED over this live, local participating program now seen *twice* a week by popular demand:

FRONTIER SCOUTS
Happy Combination of Do-It-Yourself, Nature Lore and Youth Activities
Tuesday and Thursday
4:30-5:00 p.m.



ACADEMY THEATRE
(film participating)
1st-Run Million $ Features
Saturday, 7:00-9:00 p.m.

TV SPORTS DESK
(local participating)
with Charlie LaFranchise
Wednesday, Thursday, Friday
6:30 p.m.

THE SWITCH IS TO...

Programs AND ADVERTISERS are Switching to... and Ratings are Zooming at...
KLOR

KLOR Channel 12

ABC VHF

915 N.E. DAVIS ST. • PORTLAND, OREGON

Represented Nationally by GEORGE P. HOLLINGBERY CO.
New York • Atlanta • Chicago • San Francisco • Los Angeles

. . . He's Planning a

FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

g a BIG TIME!

THE Colonel got wind of an advertiser who likes to have a "big time" program of his own, but also has a problem in timing the push he puts behind his various products in different parts of the country.

Here's a client who can have his cake and eat it too . . . as the Colonel is pointing out.

The top spot stations (and here are 23 of the best) more often than not have top flight programs that are well established, well rated and ready for sponsorship. Or, they have a good place for your own pet program, if you prefer it that way.

As the old saying goes "Spot is Flexible" . . . and your Free & Peters Colonel would like to show you just how easy it is to do business with the best!

Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU—KHBC-TV	Hawaii		
KRON-TV	San Francisco	4	NBC

ADVERTISING ADVERTISING

KTMS Santa Barbara show emphasizes role of commercials in everyday life of Americans at home and in business.

IT PAYS to advertise.

And, as KTMS Santa Barbara, Calif., has demonstrated, it also pays to advertise advertising.

It was a year ago June that Charles Storke, vice president and general manager of KTMS, and Don Burton, then president of the Advertising & Merchandising Club of Santa Barbara, met for breakfast during the 1954 convention of the Advertising Assn. of the West, to which both were delegates. Mr. Burton told Mr. Storke that the board of the Ad Club had okayed an idea for a weekly radio program designed to emphasize advertising's role in the everyday life of every American, at home and at business.

The broadcaster enthusiastically picked up the Ad Club president's idea and before the pair left the breakfast table tentative plans had been completed for a weekly 15-minute broadcast on KTMS. They'd even agreed that the program's principals should be Mrs. Claire Drew Forbes Walker, owner of the Claire Drew Forbes Advertising Agency, and Joe Benes, commercial manager of KTMS and a star announcer.

The show began at 8 p.m. on Labor Day, 1954. Each Monday since then *Here's News for You* has given an air salute to the accomplishments of advertising and advertising people.

Although the program format varies from time to time, generally the broadcast is divided into four parts: First, there's a review of the new things learned through advertising during the previous week. Next comes an interview with a guest who is in some way affiliated with advertising. Then a Santa Barbara advertiser is saluted for an advertising job well done. Final part of the program is the Ad Club's "Hats Off" tribute for service over and above that normally expected in the course of business.

The list of things learned of through advertising since the show's beginning includes Dior's fashions, the history of the soap industry, new nylon tires, new frozen foods packaged in Santa Barbara County, products introduced by major California oil companies, special trips abroad promoted by travel bureaus, the savings and lending facilities of financial institutions, the history of Old Spanish Days Fiesta week which is advertised in all types of media by Santa Barbara's merchants, businessmen and everyday citizens, new plastic products manufactured locally—to name just a few.

Each week, Claire Forbes salutes an advertiser who has effectively and meritoriously promoted his firm, his product, his service, or a special public service.

The owner of a mobile grocery store which serves several Southern California counties is deeply indebted to the Ad Club for his Hats Off award. He said that his business was nearing bankruptcy when he received the award. Many of his customers had nominated him for thoughtfulness and extraordinary service to families living in out-of-the-way places and ranch country. When the story of the Hats Off award was heard over KTMS and published the following day in the *News-Press*, his business took a profitable trend upward.

During the busy Christmas season, Claire saluted the entire staff at the Santa Barbara Post Office for the exceptional service they render, especially during the rush season.

An elderly man who worked part-time in one of Santa Barbara's men's stores received the Hats Off salute for his full-time courtesies, helpfulness and service to customers. A blind lady, who operates a news and cigarette stand in the post office lobby, has received the award, together with the cashier of a local super market, who works to support her invalid husband, injured in World War II.

D. W. Hutchinson, manager of the Santa Barbara Retail Merchants Assn., says: "This human-interest type of merchandising pays off and Santa Barbara is 78% above the national average of total retail sales and there is every indication that a program like the Ad Club's *Here's News for You* will continue to inspire the best in people and to help us maintain this desirable high level."

WSLS SHOWS ITS WARES TO THE PASSERBY

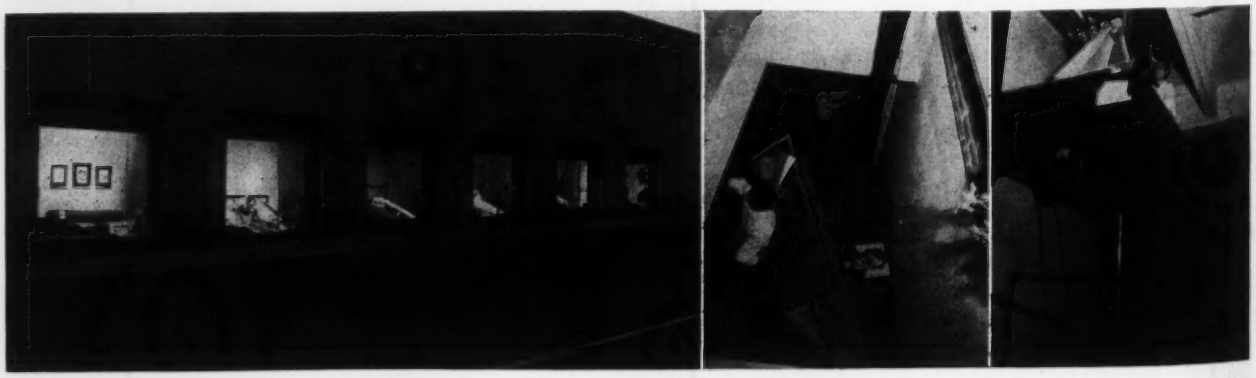
SHOW WINDOWS rivaling those of the most modern department store are a unique feature of the new million-dollar Radio & Television Center of Shenandoah Life Stations' WSLS-AM-TV Roanoke, Va.

Crowds of spectators visiting the center for the first time are finding much of interest in the smartly-designed, well-equipped building, which contains 24,745 square feet (the equivalent of 26 average-sized homes) and is staffed by 80 persons.

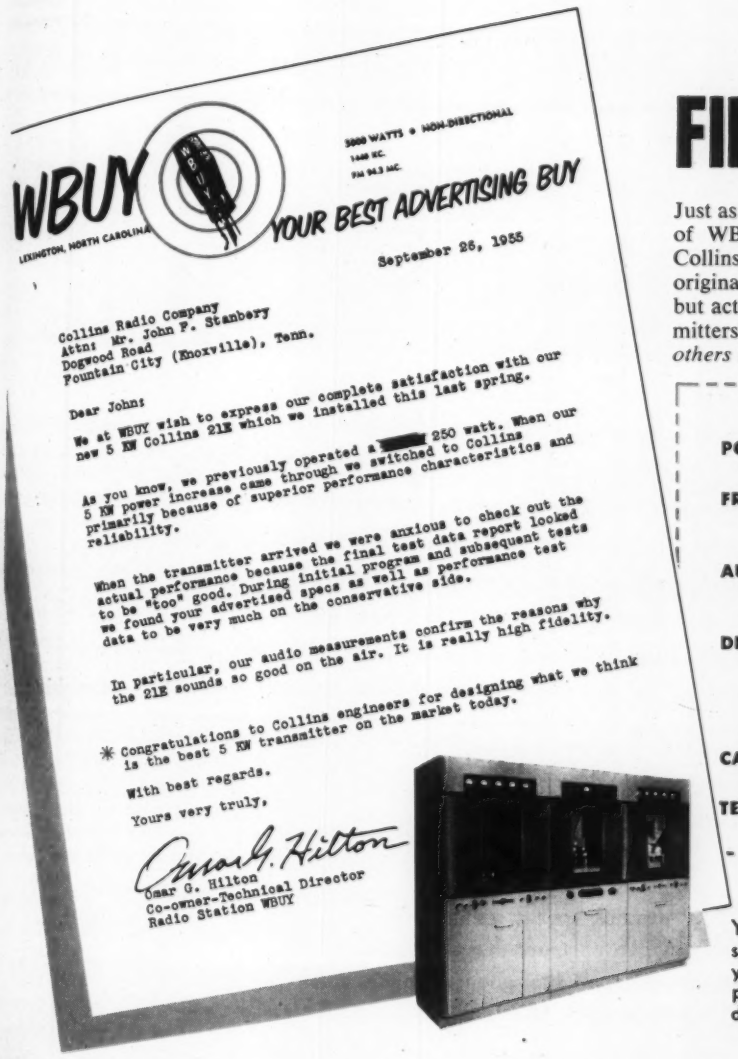
It is the window display section, however, which draws the greatest number of "oh's" and "ah's." Six large windows equipped with more than 200 lighting fixtures make up this section, designed to give extra service to advertising clientele.

The floors of two windows are mounted on hydraulic-electrically controlled lifts that raise them to street level from basement level, and all display props and merchandise are transported by this means.

A traffic count, using formulas and methods approved by the Traffic Audit Bureau Inc., shows that a daily average of 24,786 persons view the windows.



Collins 21E PERFORMANCE



WBUY
LEXINGTON, NORTH CAROLINA
5000 WATTS • NON-DIRECTIONAL
1400 KC.
FM 94.3 MC.
YOUR BEST ADVERTISING BUY

September 26, 1955

Collins Radio Company
Attn: Mr. John F. Stanbery
Dogwood Road
Fountain City (Knoxville), Tenn.

Dear John:

We at WBUY wish to express our complete satisfaction with our new 5 KW Collins 21E which we installed this last spring.

As you know, we previously operated a [redacted] 250 watt. When our 5 KW power increase came through we switched to Collins primarily because of superior performance characteristics and reliability.

When the transmitter arrived we were anxious to check out the actual performance because the final test data report looked to be "too" good. During initial program and subsequent tests we found your advertised specs as well as performance test data to be very much on the conservative side.

In particular, our audio measurements confirm the reasons why the 21E sounds so good on the air. It is really high fidelity.

* Congratulations to Collins engineers for designing what we think is the best 5 KW transmitter on the market today.

With best regards.

Yours very truly,

Omar G. Hilton

Omar G. Hilton
Co-owner-Technical Director
Radio Station WBUY

FINEST IN THE FIELD*

Just as many broadcasters have discovered, Omar G. Hilton of WBUY Lexington, North Carolina found his 5 KW Collins 21E performing better than advertised. Those original specs were based on conservative laboratory tests, but actual performance tests show Collins 21E 5 KW transmitters doing an even better job — *outperforming all others in the field!*

NEW SPECIFICATIONS

POWER OUTPUT
5500/1100 Watts

FREQUENCY STABILITY
Deviation less than ±5 cps (Typical — less than ±2 cps.)

AUDIO FREQUENCY RESPONSE
Within ±1½ db from 30 to 15,000 cps
(Typical — ±1 db from 30 to 15,000 cps.)

DISTORTION
Less than 3% from 50 to 7500 cps for 95% modulation, including all harmonics up to 16 kc.
(Typical — less than 2½ from 50-7500, less than 2% from 100-5000 cps.)

CARRIER SHIFT
Less than 3% (Typical value less than 2%.)

TEMPERATURE RANGE
Up to 45 degrees C.

Your nearest Collins representative will be glad to send you a 21E brochure with complete details plus price and delivery data.

COLLINS RADIO COMPANY — CEDAR RAPIDS, IOWA

COLLINS

261 Madison Avenue, NEW YORK 16, NEW YORK
1200 18th Street, N.W., WASHINGTON, D.C.
1930 Hi-Line Drive, DALLAS 2, TEXAS
2700 W. Olive Avenue, BURBANK, CALIFORNIA
Dogwood Road, Fountain City, KNOXVILLE, TENNESSEE
222 W. Pensacola Street, TALLAHASSEE, FLORIDA
COLLINS RADIO COMPANY OF CANADA LTD.
77 Metcalfe Street, OTTAWA, ONTARIO

new star born in Louisville...

"DIAL 970"!

WAVE *is its Mother!*

MONITOR *is its Father!*

WEEKDAY *is its Kissin' Cousin!*

Yes! — on November 7, WAVE premiered DIAL 970, its own exciting version of Monitor and Weekday, putting *area* flavor and emphasis into a proven *national* format!

DIAL 970 utilizes all of WAVE'S *unusually* large programming facilities . . . all its well-known personalities . . . all its *localized* radio know-how. It's a coordinated group of programs heard eleven sparkling hours each weekday—hours filled with news, weather, sports, traffic reports, music, interviews, household tips, etc., etc. Hours that are skillfully blended with *Weekday,* to provide good fun, good company, good listening—from early morning till late at night!

DIAL 970 is sometimes light and gay . . . sometimes serious and informative . . . sometimes relaxed and soothing—*but always intensely listenable!*

Participations and spots available as early as 6 a.m.—as late as 11:59 p.m.—or in between. Available NOW, but you'd better hurry!

Let NBC Spot Sales give you the really impressive story on **DIAL 970.**

WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

WAVE

LOUISVILLE

5000 WATTS • NBC AFFILIATE

NBC **SPOT SALES**
Exclusive National Representatives

PEP UP THOSE RADIO ADS!

IMAGINATION CAN MAKE AURAL COMMERCIALS COMPETE WITH TV

By Sally G. Lark
Continuity Chief, KWKH Shreveport

WHO SAYS radio commercials can't compete with tv commercials? You can do one of two things: Follow the trend of two-voice shouting, the same old trite copy, or meet the challenge of tv with imagination and creativeness.

Of course, we can't expect to meet the production measures of national tv commercials, but any radio writer (who isn't afraid of a little extra effort) can more than match tv slides and a few words ad libbed by a local tv announcer.

The first requisite is to have a progressive boss who will turn you loose on production. There's no comparison between the small cost of the transcriptions used for production and holding your big accounts year after year, plus adding new ones (we do it in spite of seven radio stations and two tv stations here in Shreveport and you can do it too).

Next in importance is the cooperation of every unit participating in the production of commercials—the music room, program director, announcers and engineer. The rest is up to you. What do you do first? Find out who can do "voices." Here at KWKH we use voices of anyone with "hammy" aspirations, from the program director, announcers, myself and occasionally some of the office help.

Right now, I can just hear some of you small station writers saying: "But we're a small organization, we haven't enough talent!" That's where you're wrong! Develop what you have. We did. I, myself, play several different voices; so do the program director and the announcers. Occasionally, one of us comes up with a new "character" to play. We practice . . . and practice . . .

Here are a few illustrations of the commercials we just did for the 1956 Chevrolet . . . a 13-week saturation contract of 20 spots each weekend.

HOWARD CRUMLEY CHEV. CO.—#1

ANNCR 1: Hi, Uncle George, what brings you up from Texas?

ANNCR 2: (LOUD, WITH TEXAS DRAWL) Son, I'm in town to get me the finest little filly on the market! This is something almost as *wonderful* as TEXAS!

ANNCR 1: Gee, Uncle George . . . you're buying *another* race horse?

ANNCR 2: Shucks, son, you might call it that . . . she's sure been winnin' plenty of races. She's the fastest, smoothest little filly y' ever did see. I'll sure do myself proud drivin' her around Texas.

ANNCR 1: You're driving your new race horse back to Texas, Uncle George?

ANNCR 2: Son . . . this ain't no race horse . . . this little filly is the purtiest thing on the market . . . the new CHEVROLET fer 56. Son, she really up and GOES! Jist like a streak o' lightnin'. First thing I ever did see as *fine* as TEXAS!

ANNCR 3: (STRAIGHT) Yes, the new 56 CHEVROLET is really something! See it . . . drive it, at HOWARD CRUMLEY CHEVROLET. Once you feel its "GO" power . . . once you lay eyes on its streamlined beauty, you'll want it for keeps! See it NOW at HOWARD CRUMLEY CHEVROLET, 311 Edwards, Shreveport.

COMMERCIAL # 2

ANNCR: We take you now to the home of Mrs. Hibbus-Kibbus, where Jeeves has just answered the doorbell . . .

JEEVES: (VERY HAUGHTILY) I'm sure, Sir, you've made a mistake . . . this is a *private home!*

LARK: (COMING UP) What is it, Jeeves?

JEEVES: This man has a whole fleet of new 56 CHEVROLETS to deliver to this address . . . there must be a mistake.

LARK: O, how *do* you do, dear boy! Yes, indeed, this is the right address. After seeing all those beautiful, devastating 1956 CHEVROLETS, I just *couldn't* decide which color to choose, so I took one of each. Jeeves, please show the dear boy where the garages are!

ANNCR: (STRAIGHT) Most of us aren't as rich as Mrs. Hibbus-Kibbus. We'd be happy with just ONE of the fabulous 56 CHEVROLETS, with their brilliant performance . . . their "GO" power, and driving smoothness. You're invited to test drive the new CHEVROLET at . . . etc. . . . .

The preceding illustrations are offered for what they are worth. You probably will come up with some better ones.

When it comes to sound effects, the sky's the limit. I spend more time in the music room auditioning music and sound effects than I do in writing the material. Simplest forms are fanfare openings, such as heralding trumpets and tympani beat with roll, which we sometimes pick out of orchestrations, having the engineer "cut out" just the tympani beat and roll from the music. You'll find a lot of musical effects, too, in your musical bridge records, and can get a lot of different effects with the echo chamber. And by all means learn to adapt your different commercial aids by "cutting out." Here's an example: We took the following musical theme for gas and electric ranges and adapted it as follows:

MUSICAL JINGLE: "Hickory, dickory dock, the mouse ran up the clock, The clock struck one, and the cuckoo came out and right away he started to shout (CUT ABRUPTLY) (The rest of this singing commercial was about gas and electric stoves, so we cut it out.)

GIRL: (HIGH BIRDLIKE VOICE WITH ECHO CHAMBER . . . LEAVE OPEN TILL VOICE TRAILS OFF IN UNDULATIONS) "Gee, it's cold in here!"

ANNCR: (STRAIGHT COM'L) Don't wait till the family gives you the "bird" this winter. NOW is the time to install . . . etc. (CAN BE USED FROM HERE ON FOR INSULATION, FURNACES, ELECTRIC HEATERS, ETC.)

When it comes to fashion copy—you can open with a few harp strokes or vibraharp notes (you'll find these also in your bridge music). Bring in again at the climax of your commercial to gain attention. For example: ". . . all at BIG savings! *AND* (3 or 4 harp strokes) . . . Pay later! With . . . convenient charge accounts or lay-away plan . . ."

Another way to break the monotony of copy is to mix voices with music. Here's an illustration:

(ROMANTIC THEME OF SOFT, SLOW DANCE MUSIC . . . ESTABLISH FEW SEC, THEN DOWN UNDER VOICES)

MAN: (ROMANTICALLY) Come with me to . . .

GIRL: (BREATHLESSLY) The Casbah?

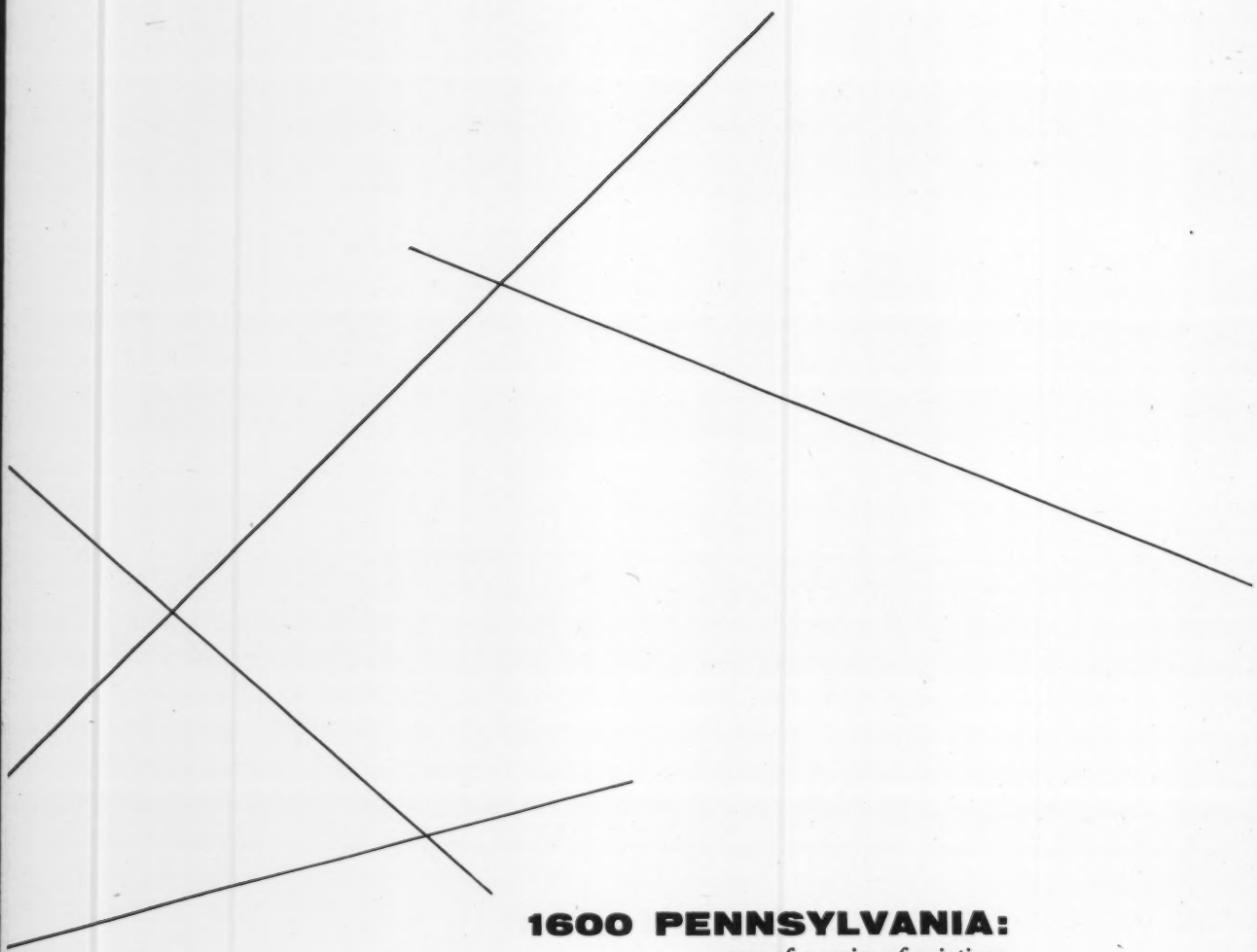
MAN: No, no, come with me to . . .

GIRL: The Riviera?

MAN: No . . . the Carnival! (DWINDLE MUSIC OUT NOW UNDER STRAIGHT COM'L) Yes, come to the Carnival . . . the Carnival of exciting values at . . . starting tomorrow . . . etc." . . .

Occasionally, too, you can play soft music down under the whole commercial, especially for women's fashions or florist's copy.

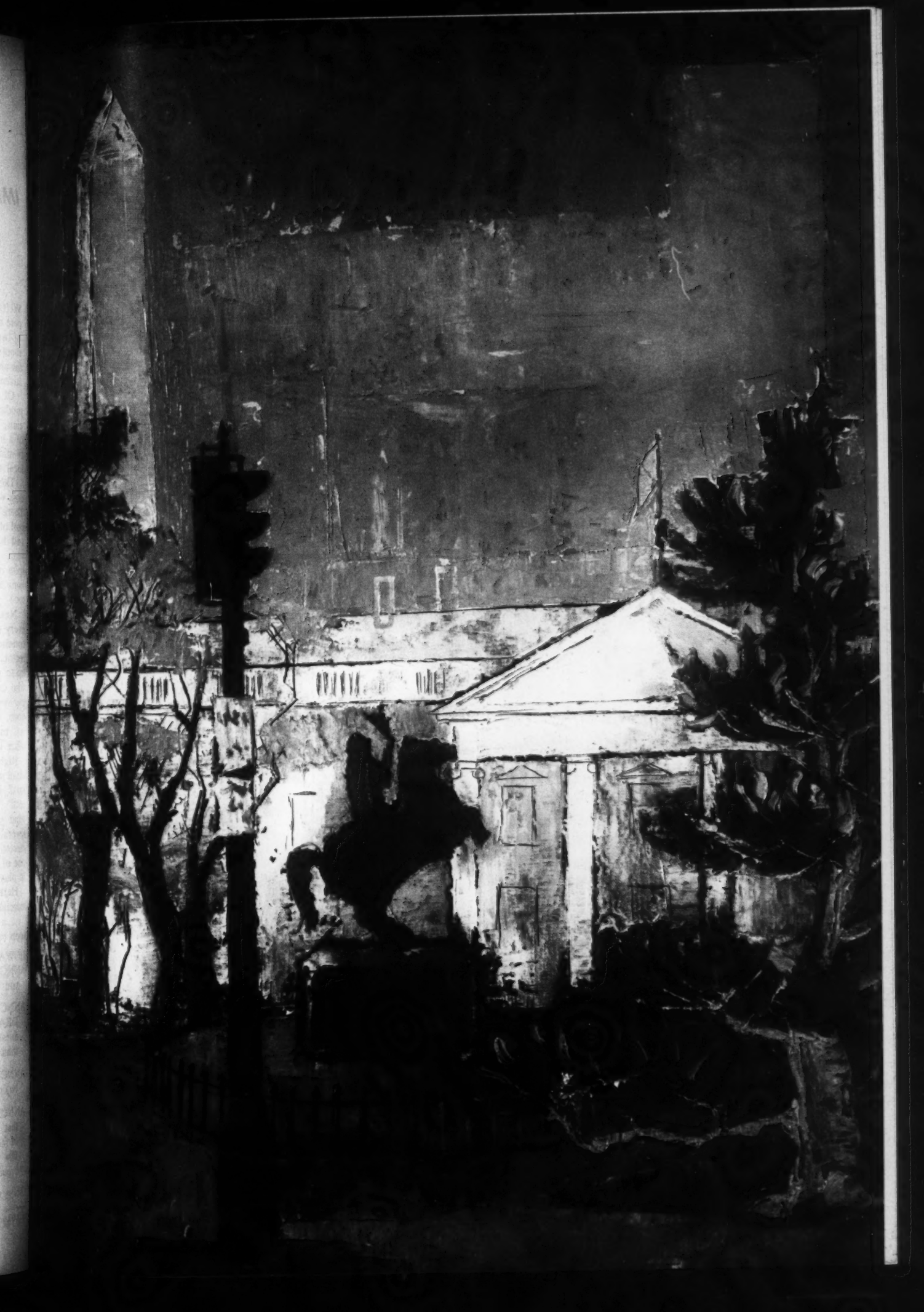
Well, there it is, and remember, the hours spent in thought and production don't show on paper, but in the enthusiasm with which your clients accept original efforts, and the renewals they bring. It's worth it.



1600 PENNSYLVANIA:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.

Represented by CBS Television Spot Sales



1600 PENNSYLVANIA *by William Walton.*
Second of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Originally published in Broadcasting-Telecasting,
November 14, 1955.
Reprints of this series available on request.

HOW EFFECTIVE ARE TV COMMERCIALS?

HERE'S A REPORT FROM SOUTHERN CALIFORNIA, COMPILED BY ABC, REPORTED BY EARL HUDSON

TO DETERMINE what the typical Southern California tv family thinks of what it sees on its tv screen and how tv commercials affect its buying habits. ABC surveyed a cross-section of 265 families the first week in November, being careful to exclude from the sample all members of the tv industry. The results of the survey are printed below, taken from a report made last Monday to the Hollywood Ad Club by Earl J. Hudson, vice president of ABC's Western Div.

1. Approximately how many hours per day do the adult members of your home view television?

We found that 33% of the women viewed tv approximately 4 hours per day; 25% viewed 5 hours, and 17% viewed 3 hours. On an over-all basis, we found that 75% of the women surveyed viewed tv 3 hours or more per day. As was expected, the male viewing was slightly less. 25% viewed tv 4 hours per day; 22%, 3 hours; 16%, 2 hours, and 15%, 5 hours. 78% of the men polled viewed tv 2 hours or more.

2. What hours of the day do the adult members of your home view television? morning, afternoon, evening.

EARL J. HUDSON (l), ABC Western Div. vice president, is greeted at the Hollywood Ad Club meeting by Wes Cameron, president of the club.

In a breakdown as to morning, afternoon and evening viewing, it was not surprising to find that 10% of the women viewed tv in the morning; 20% in the afternoon, and 70% in the evening. The male entries, of course, showed predominance in nighttime viewing.

3. What do you consider the most entertaining commercials on television?

I feel it is significant to point out that a total of 47 different commercials were mentioned by women and 35 different commercials mentioned by the men.

This shows a very wide range of opinions and proof of the fact that people really remember GOOD tv commercials. As a matter of fact, one can safely draw the conclusion that the retention value of commercials on tv is higher than any form of advertising . . . due, of course, to their audio-visual impact. Interesting, too, is the fact that both men and women picked the same top three commercials as being the most entertaining. The three most often mentioned were: Ford, Hamms beer and Bank of America. While all three vary to a certain extent in presentation, it is significant to point out that each is done in what might be called an "off beat" style.

4. In your opinion, what are the things that make up a good commercial?

The answer most given by women was the one word—"short." Next in order of importance were "comedy," "sincerity" and "cartoon type." The men also felt a "short" commercial was the best kind but placed "sincerity" 2nd, "comedy" 3rd and "cartoon" 4th. It would seem, then, that the ideal commercial would be a short, sincere, humorous cartoon. We will have more to say on cartoon commercials later.

5. What tv commercials do you consider uninteresting and unimpressive?

Both men and women are in agreement that uninteresting and unimpressive commercials are the ones in which false statements are made, high-pressure tactics are used, and presentation is too long, repetitious and exceptionally loud.

6. What kind of tv commercials do you like best, cartoon treatment or actual demonstration?

Both men and women were unanimous in their preference for cartoon-type commercials. 80% of both preferred cartoon commercials; 15%, actual demonstration; while 5%, no preference whatsoever.

7. Do you prefer men or women announcers?

Women favored male announcers by a majority of 75%. 11% preferred women and 14% held no preference. Interesting to note, that men preferred male announcers to an even greater degree. 93% of the men questioned favored male announcers, while only 7% preferred women.

8. Do you feel the average television commercial gives you enough information?

As to whether or not the average tv commercial gives the viewer enough information, 50% said "yes" and 20% said "no," while 30% voluntarily said "too much information." Here again is another point which many of us may want to analyze. Maybe, in some cases, we are trying to pack too much information into too small a time segment.

9. What products have you actually been

FOOD FOR THOUGHT

MOTHER PARKER

Mother Parker's skilled interpretation of food facts has won the confidence of thousands of Boston housewives. Over 200 sponsors have already relied on this confidence to sell *more* of their products in Boston!

If you want your share of NEW ENGLAND'S No.1 MARKET *use*

WEEI

BOSTON

Howdy - I'm Bill Zipf...

. . . combination dirt farmer, photographer, farm editor for the Columbus Dispatch and farm newscaster, all wrapped up in a sort of chunky package.

Farming and farm folks are my life, and exchanging new ideas and developments with them is my business. That's why my daily noonday farm show on **wbns-tv** *is so important.*

Why, do you know that over 67% of the farmers in our viewing areas have TV sets, and we beam out to over 464,756 families!

I give the days livestock and grain prices and trends, and dairy and poultry news along with rural fairs and auctions activities . . . working in my sponsors products as I go along.

I'm keeping pretty good company these days too. Just before I go on the air, Columbus Dispatch Globe Trotter Dean Boyer gives out with local and national news, and then my friend Bob McMaster, the TV Weatherman tells folks about the weather.

If you'd like rates on my show, why not contact the station or one of those Blair boys? I'm sure we can do a job for you.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

persuaded to buy through the television advertising you have seen?

Questions 9 and 10 are probably the most important of the entire questionnaire, for they point out whether tv commercials in themselves motivate people to buy.

Our evidence actually proves that well-executed tv commercials *do* result in volume sales. From the women's side *28* different items were listed. Of the top ten, 25% were found to be cosmetics; 20%, food products; 18%, soaps; 10%, shampoo, and (for laughs) we found that 2% of the women even purchased razors through tv advertising. On the male side, a total of 25 items were listed. Of the top four, the first choice was beer; second was divided between toothpaste and food products, with razors next.

10. What products have you bought as a result of television advertising viewed by your children?

Our tabulations for 10 are based primarily on the women interviewees. We felt that mothers generally buy the products suggested by children. Here again, a total of *29* individual items were listed. Of the top ten, 50% were cereals; 23%, prepared drinks; 10%, soft drinks, and 7%, breads.

11. Do you mind the placement together of several tv commercials between programs?

This may surprise you. Both men and women seem to have differing opinions as to the placement together of tv commercials back-to-back between programs; 50% said "yes" and approximately 50% said "no."

12. Do you feel that showing the name and address of where you can buy the sponsor's product in your neighborhood is an aid in buying?

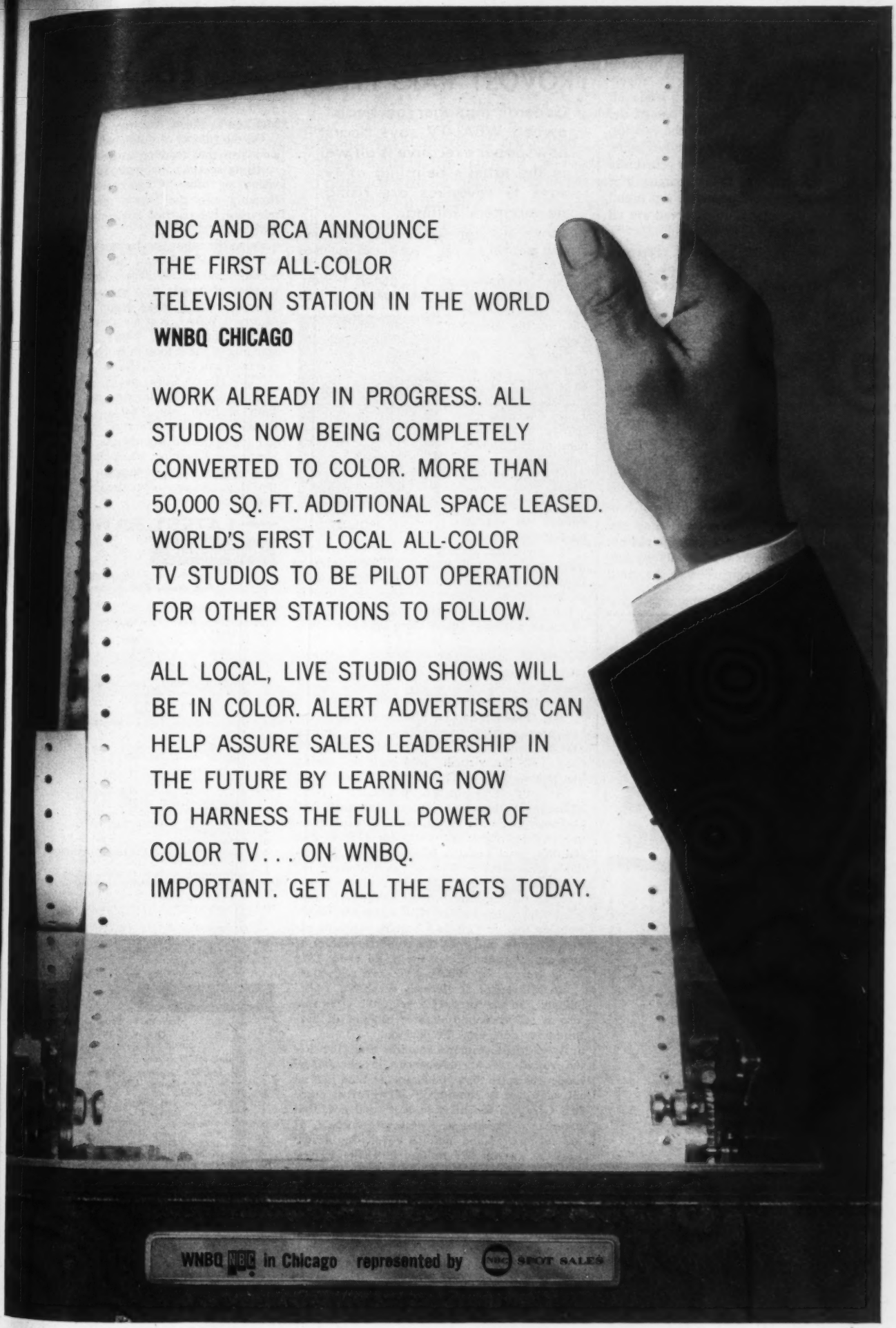
Both men and women seemed to feel that showing the name and address where a product could be purchased was a definite aid to sales. 70% were in favor of showing the retail outlet—name and address—while 30% were against.

13. Do you feel a sense of appreciation to the sponsors for paying the high cost of television broadcasting to make it possible for you to view your favorite programs?

We hear a lot of criticism about commercials on tv, but when you come right down to it, the average viewer does not seem to be nearly as critical as you would seem to believe. This was certainly borne out here, where 88% of both men and women stated that they felt a sense of appreciation to the sponsor, who provides the entertainment they enjoy. Only 12% answered this question in the negative.

14. Please give your brand preference of the following items: cigarettes, beer or wine, soft drinks, tooth paste, coffee, pet food, cereals, bread. What make of car do you drive? What brand of gasoline do you use?

In the cigarette category, 14 brands were mentioned. Next category . . . 16 brands of beer. Incidentally, the women named 16 brands of beer, while the men named only 14. Our obvious conclusion to this is that women are greater beer drinkers than men. In the soft drink line, 18 brands were men-


NBC AND RCA ANNOUNCE
THE FIRST ALL-COLOR
TELEVISION STATION IN THE WORLD
WNBQ CHICAGO
WORK ALREADY IN PROGRESS. ALL
STUDIOS NOW BEING COMPLETELY
CONVERTED TO COLOR. MORE THAN
50,000 SQ. FT. ADDITIONAL SPACE LEASED.
WORLD'S FIRST LOCAL ALL-COLOR
TV STUDIOS TO BE PILOT OPERATION
FOR OTHER STATIONS TO FOLLOW.
ALL LOCAL, LIVE STUDIO SHOWS WILL
BE IN COLOR. ALERT ADVERTISERS CAN
HELP ASSURE SALES LEADERSHIP IN
THE FUTURE BY LEARNING NOW
TO HARNESS THE FULL POWER OF
COLOR TV . . . ON WNBQ.
IMPORTANT. GET ALL THE FACTS TODAY.
WNBQ NBC in Chicago represented by NBC SPOT SALES

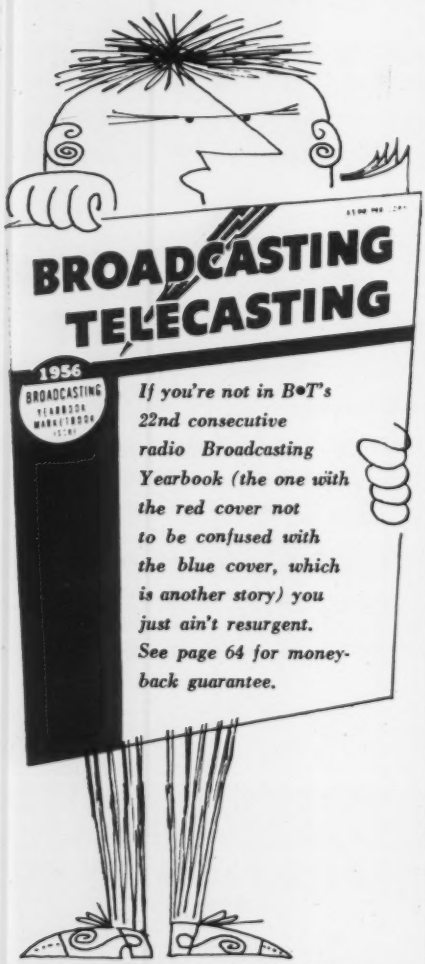
tioned; 13 brands of toothpaste; 20 brands of coffee; 19 brands of pet food; 17 brands of cereals, and 19 brands of bread.

In the cereal category, the leader by more than 50% is one of the leading tv advertisers. The pet food brand that leads all others by a *very* wide margin is one of the heaviest advertisers on tv. Also the two top brands of beer are heavy tv advertisers, particularly the leader, who is currently using a spot saturation tv campaign. The two top brands of toothpaste, the top brand of coffee and the top brand of bread are all large tv advertisers.

To this list can also be added cigarettes and soft drinks, proving that of brands mentioned, the leader in each field was a heavy tv advertiser.

But now it is time to ask, "What does all this mean?" This survey, among many other indications, shows that our viewing public is a live, intelligent and selective audience. Therefore, television commercials should similarly be live, intelligent and selective.

Responses to this questionnaire by 265 tv viewers indicate definitely and impressively that preference is for less flamboyance in commercial claims and statements, and for direct information about specific products, simply stated without exaggeration. Commercials need to be given so that they can be retained by memories of average ability. Too many words spoken hurriedly in any commercial make for confusion in the mind of the audience.


BROADCASTING
TELECASTING
1956
BROADCASTING YEARBOOK MARKETBOOK
If you're not in B•T's 22nd consecutive radio Broadcasting Yearbook (the one with the red cover not to be confused with the blue cover, which is another story) you just ain't resurgent.
See page 64 for money-back guarantee.

(A&A continues from page 32)

PROVOST RAPS FELLOW HEARSTLING

General manager of Hearst-owned WBAL-TV says Hearst newspaper executive is all wet in the latter's belittling of tv, says tv revenues are rising, newspapers' falling.

PERSONS who challenge television as a commercial medium are like "race horses equipped with blinkers."

This is the opinion of D. L. (Tony) Provost, vice president and general manager of the Radio & Television Div. of the Hearst Corp.

MR. PROVOST

And even if the challenger happens to be another Hearst official—such as H. James Gediman, executive vice president of the *American Weekly* and *Puck*, the comic weekly — Mr. Provost still does not hesitate to express his feelings.

Mr. Gediman, speaking last month before a meeting of the Audit Bureau of Circulations in Chicago, blasted the rating services in television as unrealistic, belittled the advertising dollar volume in tv and asserted that morning and afternoon network time is very available [B•T, Oct. 24].

Now, in an exclusive to B•T, Mr. Provost offers a strong rebuttal to Mr. Gediman's charges.

Said the radio-tv executive:

"Mr. Gediman had his blinkers on, for ABC has been making tremendous strides during daytime with shows like the *Mickey Mouse Club*, CBS has virtually sold itself out during the daytime and NBC is about 70% sold out.

"At our Hearst-owned WBAL-TV (NBC affiliate) in Baltimore, during the week Mr. Gediman made his attack, NBC network revenue in the daytime accounted for 47% of [the station's] total network billing and of the station's total revenue, 38.16% accrued from the daytime."

These figures, Mr. Provost said, were compiled prior to the start of NBC's *Matinee*, which went on the air with $4.5 million worth of advance billing, and with the complete sellout of another afternoon across-the-board show (*My Little Margie*) by WBAL-TV's own sales staff.

"In Milwaukee at Hearst's WISN-TV (ABC affiliate), on the air only a year, the sales staff also is selling a considerable amount of daytime television, too," he declared.

As to Mr. Gediman's remarks that "the dollar volume of all advertising in newspapers alone was more than 100% greater than that on all radio and tv combined," Mr. Provost urged Mr. Gediman to "lift a blinker" and note that national advertising in newspapers dropped $7 million in 1954 and national advertising in network tv was up $93 million in 1954. (These figures were taken from the 1956 *Printers Ink* Advertisers' Guide to Marketing from figures given by [American Newspaper Publishers Assn.'s] Bureau of Advertising.)

Further, Mr. Provost noted that total national network spot and local television advertising expenditures were up more than $200 million last year for an increase of 32.9%, whereas newspaper expenditures were up $12 million for an increase of 1.9%. (Source is McCann-Erickson research department.)

On the subject of dollar volume, Mr. Provost said also that leading advertisers and top advertising agencies invested $803,600,000 in television in 1954—"a figure which will unquestionably pass the billion mark in 1955, and television has reached this eminence in less than a decade."

As to the rating service question, Mr. Provost said the Audit Bureau still fails to take into account readership, page traffic or the precise number of people who see an advertisement.

He said the Christal group of radio stations, of which WBAL is a member, now is showing intensity of interest, loyalty of listening and standing of the station in its community, according to recent Politz studies.

"The Hearst Corp. has a very large investment in radio and television and has the utmost faith in both, not only as great advertising media but as very powerful means of rendering public service, dissemination of news and of alerting and keeping the public informed in the case of a national emergency to a greater extent than can any other medium," Mr. Provost concluded.

LATEST RATINGS

NIELSEN

Top 10 Radio Programs
Two Weeks Ending Oct. 8, 1955

Rank	Program	Homes (000)
Evening, Once-a-week (Average for all Programs)		(740)
1.	Dragnet (NBC)	2,081
2.	Two for the Money (CBS)	1,830
3.	You Bet Your Life (NBC)	1,804
4.	Our Miss Brooks (CBS)	1,665
5.	Edgar Bergen (CBS)	1,619
6.	People Are Funny (Paper Mate) (NBC)	1,480
7.	Godfrey's Scouts (Toni) (CBS)	1,480
8.	Godfrey's Scouts (Lipton) (CBS)	1,295
9.	Gene Autry Show (CBS)	1,295
10.	News from NBC (Brown & Williamson Wed.) (NBC)	1,136
Evening, Multi-Weekly (Average for all Programs)		(694)
1.	News of the World (NBC)	1,619
2.	Lowell Thomas (CBS)	1,295
3.	Amos 'n' Andy (CBS)	1,136
Weekday (Average for all Programs)		(1,387)
1.	World Series-1955 (MBS)	3,977
2.	Arthur Godfrey (Kellogg) (CBS)	2,173
3.	Arthur Godfrey (Campana) (CBS)	2,127
4.	Helen Trent (Toni) (CBS)	2,081
5.	Arthur Godfrey (Staley) (CBS)	2,035
6.	This Is Nora Drake (Bristol-Myers) (CBS)	1,942
7.	Arthur Godfrey (Campana) (CBS)	1,942
8.	Arthur Godfrey (Dow Chemical) (CBS)	1,942
9.	Arthur Godfrey (American Home) (CBS)	1,896
10.	This Is Nora Drake (Toni) (CBS)	1,896
Day, Sunday (Average for all Programs)		(601)
1.	World Series-1955 (MBS)	5,226
2.	Adventures of Rin Tin Tin (MBS)	1,295
Day, Saturday (Average for all Programs)		(879)
1.	World Series-1955 (MBS)	5,411
2.	Gunsmoke (CBS)	1,619

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

Top 10 Tv Programs
Oct. 1-7, 1955

	Name of Program	Cities	Tv Homes %
1.	The $64,000 Question (CBS)	151	37.7
2.	Ed Sullivan's Show (CBS)	144	31.8
3.	Dragnet (NBC)	132	31.5
4.	You Bet Your Life (NBC)	143	31.3
5.	I Love Lucy (CBS)	140	31.2
6.	World Series (Sun.) (NBC)	175	30.7
7.	Lux Video Theatre (NBC)	95	30.0
8.	Studio One (CBS)	99	29.3
9.	Shower of Stars (CBS)	116	28.9
10.	Disneyland (ABC)	157	28.8

	Name of Program	Cities	Tv Homes (000)
1.	The $64,000 Question (CBS)	151	14,152
2.	World Series (Sun) (NBC)	175	11,682
3.	Ed Sullivan's Show (CBS)	144	11,657
4.	You Bet Your Life (NBC)	143	10,982
5.	I Love Lucy (CBS)	140	10,958
6.	Dragnet (NBC)	132	10,832
7.	World Series (Sat) (NBC)	175	10,474
8.	Disneyland (ABC)	157	10,273
9.	GE Theatre (CBS)	137	10,104
10.	Cavalcade of Sports (NBC)	141	10,072

Copyright, Videodex, Inc.

Lyon Quits Spector

DAVID LYON, assistant to Raymond Spector, president of Raymond Spector Co., resigned last week. Mr. Lyon had been with the agency since Jan. 1. Previously he was senior vice president for 10 years with Cecil & Presbrey, New York (now defunct).

New Cigarette's Spot Budget To Exceed $1 Million Mark

MORE than $1 million will be spent in a radio-tv spot campaign as part of the introduction next spring of a new cigarette, it was disclosed last week.

The cigarette, as yet without a brand name, is scheduled to make its appearance in the U. S., a first in this country for Rembrandt Tobacco Corp. of Great Britain, which will advertise the cigarette through its agency, David J. Mahoney Inc., New York.

Rembrandt purchased Regent Cigarettes several months ago from the Riggio Tobacco Co. The Mahoney agency, which also handled Regents, has not specified market areas to be covered by the spot campaign.

Peet Packing Buys Malone

PEET PACKING Co., of three Michigan cities, last week began thrice-weekly sponsorship of Ted Malone story-telling show on a network of 15 Michigan stations. Parker Advertising, Saginaw, Mich., is the agency.

NEW FT. WAYNE DATA SHOWS TV AS TOP FOOD-DRUG MOVER

Retail level phase of NBC study of tv impact on typical community before-and-after coming of local tv outlet indicates medium gets products talked about and more widely stocked than do other mass advertising media.

TELEVISION is the sales workhorse for the grocery and drug retailer. This sums up a second phase—on the retail level—of NBC's before-and-after study of tv's impact, the results of which were announced at a news conference Thursday in New York.

The "Dealers Sound Off on Advertising" report is the second part of an original survey conducted for NBC by W. R. Simmons & Assoc. Research Inc. based on interviews held a year ago last October in Fort Wayne, Ind., at a total cost estimated at more than $250,000 [B•T, May 30]. The October 1954 interviews were held in some 7,500 homes more than a month before Fort Wayne had a local station and held again six months later after WKJG-TV, channel 33, had gone on the air. That study—the consumer phase—set a broad claim for the visual medium that "at every step along the sales path, television smooths the road for the tv brand."

In relating the retail-level survey's results, Dr. Thomas E. Coffin, NBC manager of research, summarized findings with these main points:

• Dealers are more aware of tv than any other advertising medium and they hear more customers talk about video advertising than any other.

• Tv ads get more dealers to stock new brands than do newspapers, radio, magazines or other media.

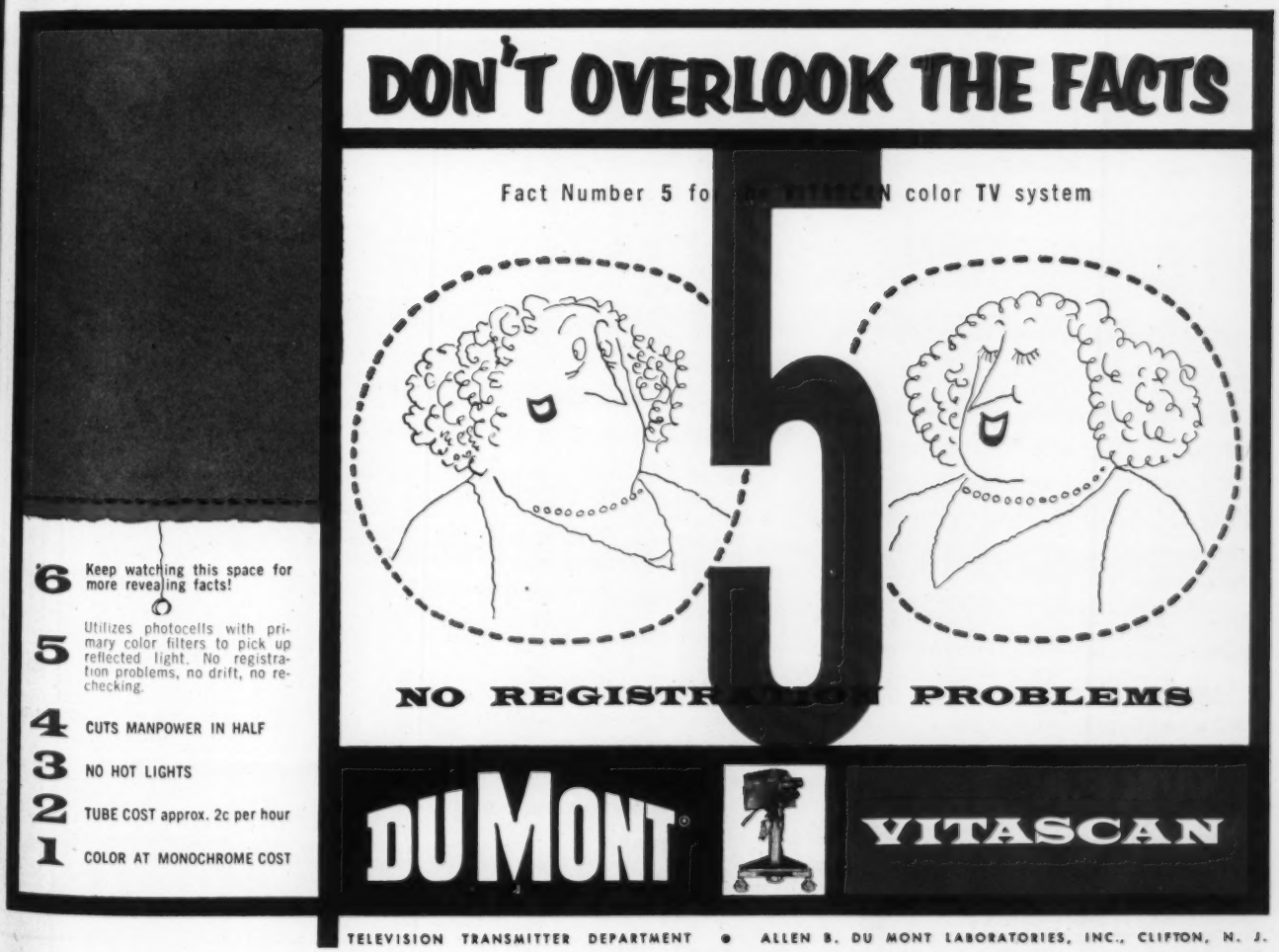
• The tv brands encourage more dealers to promote them in stores via more and better or special displays and shelf space.

• Dealers are more impressed with the specific selling performance of tv in their stores than with any other kind of advertising and as a result more of the dealers urge manufacturers to support lines they stock with tv.

According to NBC the retail-level phase was but one of the results to be made known once they are fully analyzed. The second report deals specifically with reactions of grocers and druggists to the national advertising media.

In the study it was found that seven out of 10 dealers notice—from their own viewing—the tv advertising for the products they carry. Some 70% of the grocers and 77% of the druggists were in this category. These figures were higher than the awareness scored by all the other media—newspapers, magazines and radio—combined.

Two out of every three dealers queried re-


DON'T OVERLOOK THE FACTS
Fact Number 5 fo
color TV system
5
NO REGISTR
PROBLEMS
6 Keep watching this space for more revealing facts!
5 Utilizes photocells with primary color filters to pick up reflected light. No registration problems, no drift, no rechecking.
4 CUTS MANPOWER IN HALF
3 NO HOT LIGHTS
2 TUBE COST approx. 2c per hour
1 COLOR AT MONOCHROME COST
DU MONT
VITASCAN
TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

WE
HAVE THE AUDIENCE!*

HERE'S WKBN-TV'S SHARE OF AUDIENCE!*

Time Period	WKBN TV	Stations B	C	D	E	F
Mon.-Fri. 7 a.m.-Noon	44	31	14	3	3	5
Noon-6 p.m.	44	29	11	3	8	6
6 p.m.-Midnight	45	33	7	3	9	3
Saturday Noon-6 p.m.	50	31	6	3	3	7
6 p.m.-Midnight	47	35	6	2	4	6
Sunday Noon-6 p.m.	52	17	12	6	8	6
6 p.m.-Midnight	49	34	6	2	5	3

Station B is Youngstown. Stations C, D & E are Cleveland. Station F is Pittsburgh.

CLEVELAND OR PITTSBURGH STATIONS DO NOT COVER THE YOUNGSTOWN MARKET! WKBN-TV SHARES OF AUDIENCE FAR SURPASS LOCAL AND OUTSIDE OPPOSITION. WHAT'S MORE, CHANNEL 27 HAS THE 16 TOP RATED PROGRAMS* IN YOUNGSTOWN AND 366 OF 442 QUARTER HOUR FIRSTS.*

*Source: Telepulse, September 18-24, 1955.

WKBN
YOUNGSTOWN, OHIO
TV 178,000 WATTS CHANNEL 27 CBS • ABC
CHANNEL 27
Represented Nationally by the Paul H. Raymer Co.

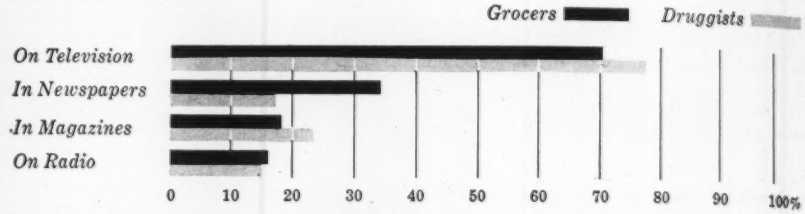
ported that tv, more than other forms of advertising, started people talking about the brands. About five times as many retailers said tv causes more comment than newspapers, magazines and radio combined. One facet of the study showed that two out of five dealers began stocking new brands because of tv advertising alone and some 60% of the dealers attributed these actions to national advertising "and the medium that influenced them most was tv."

The retail-level report found one out of four retailers allotting tv brands more or better shelf space. Two out of three who gave the preferred space said they did so because the brands were advertised on tv.

In surveying the grocers and the druggists NBC discovered that in Fort Wayne, tv rated

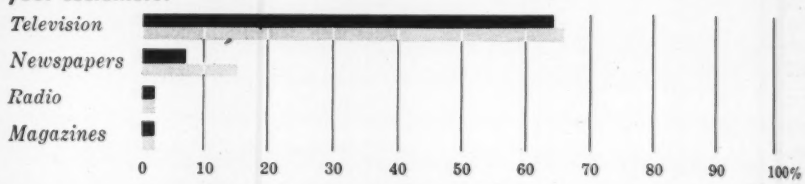
WHAT NBC FOUND IN FT. WAYNE

Have you recently noticed any national advertising for products you carry in your store? Where?

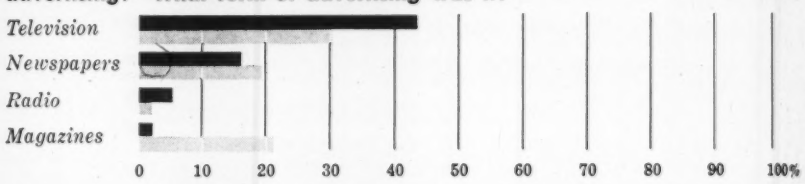


Note: On this and the following questions some retailers mentioned more than one medium.

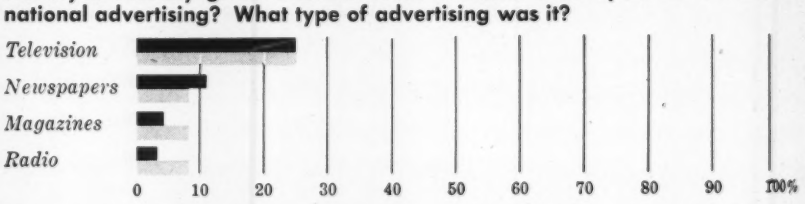
Which form of national advertising seems to cause more comment among your customers?



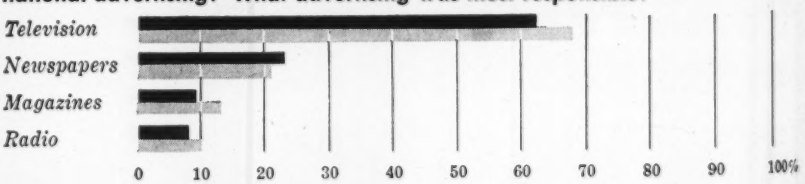
Have you recently begun to stock a brand or product as a result of its national advertising? What form of advertising was it?



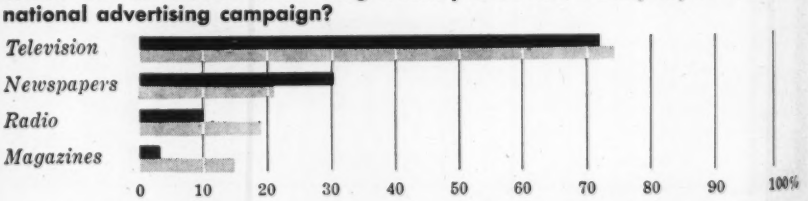
Have you recently given a brand more or better shelf space as a result of national advertising? What type of advertising was it?

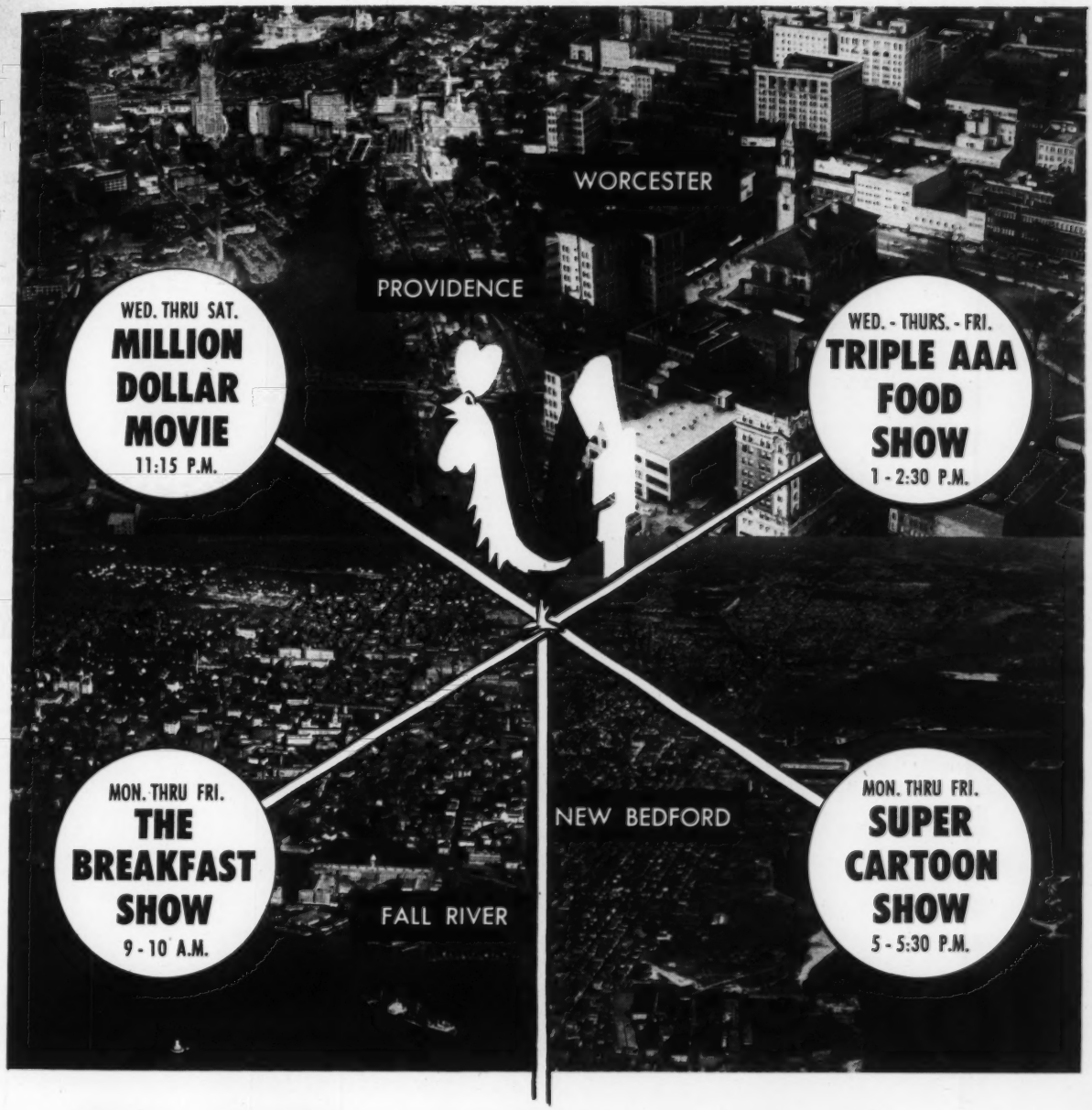


Can you name any brands which have sold particularly well due to effective national advertising? What advertising was most responsible?



Which form of national advertising would you advise a company to use in a national advertising campaign?





Big 4 Shows! Big 4 Markets!

Big 10 Does It!

WJAR-TV DOMINANT 10

★ Embraces All Of Southern New England . . . PLUS Brockton, Taunton, New London and The Cape as well. Details on BIG 10's BIG 4 from any WEED TELEVISION office.

WJAR-TV PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

KCEN-TV

Naturally

ON THE BEAM

with

CONSISTENTLY TOP PROGRAMMING
CONSISTENTLY TOP RECEPTION

from the

WACO-TEMPLE

"HUB"

TO THE REMOTEST CORNERS OF ITS
17,000 SQUARE MILE COVERAGE
of the
MULTI-MILLION DOLLAR
CENTRAL TEXAS MARKET

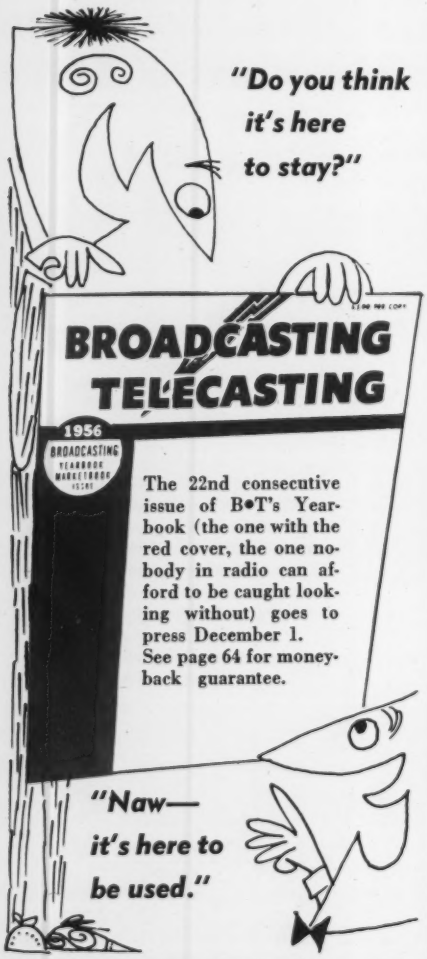
KCEN-TV

TEMPLE, TEXAS

General Offices: P. O. Box 188, Temple
Sales Offices: Professional Bldg., Waco.
Studios and Transmitter at Eddy, Texas — between Waco and Temple.
TWX Eddy, Texas, No. 8486

Representatives:
National: GEORGE P. HOLLINGBERY COMPANY
Texas: CLYDE MELVILLE COMPANY, Melba Building, Dallas

CHANNEL 6 VHF MAXIMUM POWER
NBC INTERCONNECTED


"Do you think it's here to stay?"
BROADCASTING TELECASTING
1956
BROADCASTING YEARBOOK MARKETBOOK ISSUE
The 22nd consecutive issue of B•T's Yearbook (the one with the red cover, the one nobody in radio can afford to be caught looking without) goes to press December 1.
See page 64 for money-back guarantee.
"Naw— it's here to be used."

the highest as a pre-selling force. This was charted in the study as:

	Grocery %	Druggists %
Very Good	62	62
Good	25	28
Fair	6	2
Poor	1	
No opinion	6	8

When asked which form of national advertising the dealer would recommend to the manufacturer of the brands handled, three out of four said they would recommend tv, 2½ times the number advising newspapers and also greater than the sum total of newspaper, magazine and radio advertising recommendations.

Dr. Coffin noted that 7,500 household and 15,000 total consumer interviews had been conducted in the Fort Wayne study along with two separate "waves" of interviews held at the retail level. The latter survey covered 220 food stores and 69 drugstores in the market which, he said, develops about $61 million worth of food and drug sales annually.

In his report, Dr. Coffin said:

"Remember that the findings of this study apply to every city that has a television station, to every town and village that can receive programs from an outside station.

"Remember, too, that the findings are strengthened as new cities get tv stations, as more and more families acquire tv sets. There are now over 36 million tv sets in use; over 100 million people can be reached and sold by television commercials. As many families have tv as own autos or have telephones. And these tv families almost go out of their way to be sold to tv: they do 5½ hours of television viewing every day."

MANCHEE CITES ARF RADIO-TV WORK

Foundation's board chairman summarizes projects and accomplishments. First annual conference draws 325.

SOME 325 advertiser, agency, and media executives attended Advertising Research Foundation's first annual conference last Thursday in New York and were given a review of ARF activities and previews of a proposed "Consumer Buying Decisions" study and highlights of ARF's $100,000 printed advertising rating methods study.

A summary of ARF accomplishments and projects—including the continuing work on standards for radio-tv program audience measurements, the radio-tv set count of a year ago, the more recent "Tv Sets in U. S. Households" survey in conjunction with the Census Bureau, and the forthcoming January survey of tv set ownership—was presented by ARF Chairman Fred B. Manchee, executive vice president and treasurer of BBDO.

Mr. Manchee also reported that ARF now has 61 advertiser subscribers, 69 representatives of media, and 65 advertising agencies plus the two founder subscribers, American Assn. of Advertising Agencies and Assn. of National Advertisers. Additionally, he said, "we have in contemplation a plan for making it possible for the various media associations to join our ranks."

As part of the preview of the proposed study on consumer buying decisions, Richard F. Casey, study director of National Analysts Inc., which developed the survey design, presented some of the findings of a pilot study to illustrate the kind of information that might be obtained from a national study. Some of the findings dealt with decisions preceding the purchase of a tv set, as Mr. Manchee had pointed out briefly to the ANA annual meeting the week before [B•T, Nov. 7].

Emphasizing that these were findings from a test run only, Mr. Casey said, for example, most respondents in the pilot study considered tv a necessity and "slightly on the inexpensive side"; that the wife usually generates the idea of buying a tv set while the husband needs more convincing; that in selecting a set the husband will stress performance and screen size while the wife looks for cabinet design; that the husband will overrule his wife's desires for special cabinets if they exceed his budget requirements, and that he is more apt to shop around for discounts or what he considers "a good buy."

Others participating in the preview of the proposed buying decisions study were Dr. Wallace H. Wulfeck, chairman of the ARF Committee on Motivation Research and chairman of the executive committee of William Esty Co.; A. W. Lehman, ARF managing director; Arnold King, president of National Analysts Inc., and Dr. Franklin P. Kilpatrick, head of research development for National Analysts.

In another conference speech, Robert F. Elder, marketing economist and executive vice president of Plax Corp., Hartford, Conn., stressed that "advertising research cannot make the full contribution it should to our economy —cannot fully pay its way—until the men in management who spend the money understand what it's all about." The "challenge" for ARF, he said, is: "Let's not confine ourselves only to getting better research done—let's make sure it's effectively used by the business community." If this goal is achieved, he said, "it will be possible to envisage advertising budgets set with confidence instead of trepidation and crossed fingers."

Background and highlights of the printed advertising rating methods study were presented by Sherwood Dodge, vice president of Foote, Cone & Belding and chairman of the ARF committee for this study; Dr. D. B. Lucas, ARF technical director and chairman of the Dept. of Marketing at New York U.'s School of Commerce, and Alfred Politz of Alfred Politz Research Inc.

Chairman Manchee in his talk paid tribute to Edgar Kobak, business consultant and owner of WTWA Thomson, Ga., for his "excellent leadership" as ARF president from 1952 until his retirement from that post on Nov. 1; to William A. Hart, ARF's new president, formerly advertising director of E. I. du Pont de Nemours Inc.; to Dr. Lucas and to ARF Managing Director Lehman and Ed Herrick, Hiram Barksdale and others of the ARF staff, and to the numerous volunteer committees which include a total of 124 members representing advertisers, agencies, and media.

Wilson & Co. Buys Film Show

IN ITS FIRST television program sponsorship, Wilson & Co. (meat packers), Chicago, last week signed for Guild Films Co.'s *I Spy* series in 10 markets. Agency for Wilson is Needham, Louis & Brorby, New York.

Wilson has bought the series for showing in Oklahoma City, Tulsa, Memphis, Pittsburgh, Dallas-Fort Worth, Amarillo, Tampa-St. Petersburg, Buffalo, Birmingham and Cedar Rapids. The series now is being carried in a total of 42 cities.

looking for coverage ?...

look to wfmy-tv!

For on-the-ball coverage—for outstanding sales results in the Prosperous Piedmont section of North Carolina and Virginia—make sure you look to WFMY-TV. WFMY-TV can play your entire sales-game. No substitutes are needed.

With more TV selling experience than any other station in the Prosperous Piedmont, WFMY-TV completely dominates this 46 county area where there are more than 2 million potential customers for your product.

Full 100,000 watts power, plus the only *basic* CBS programming in the Prosperous Piedmont means increased sales and profits for you.

Call your H-R-P man today for the on-the-ball sales story of this $2.3 billion market and WFMY-TV.

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

CBS

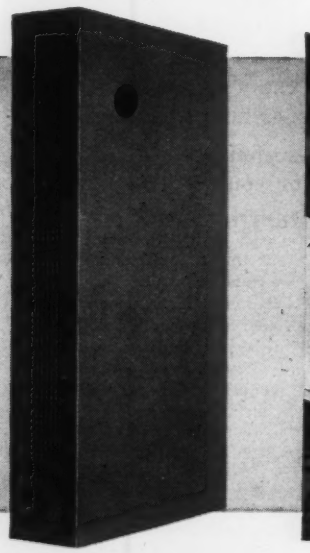
Now In Our Seventh Year

HERE ARE THE *facts* ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

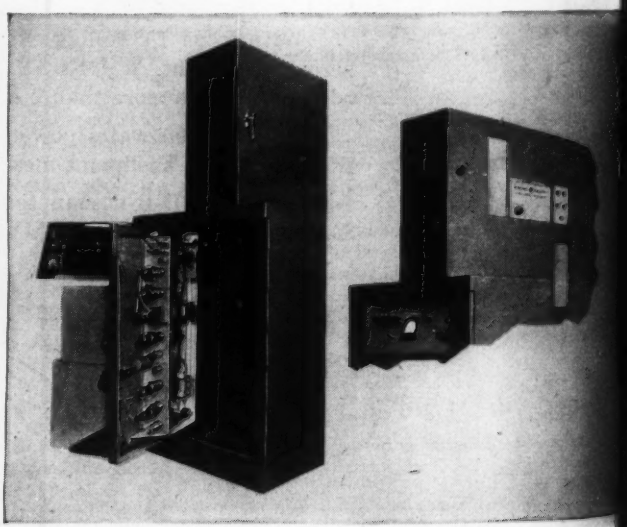
THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

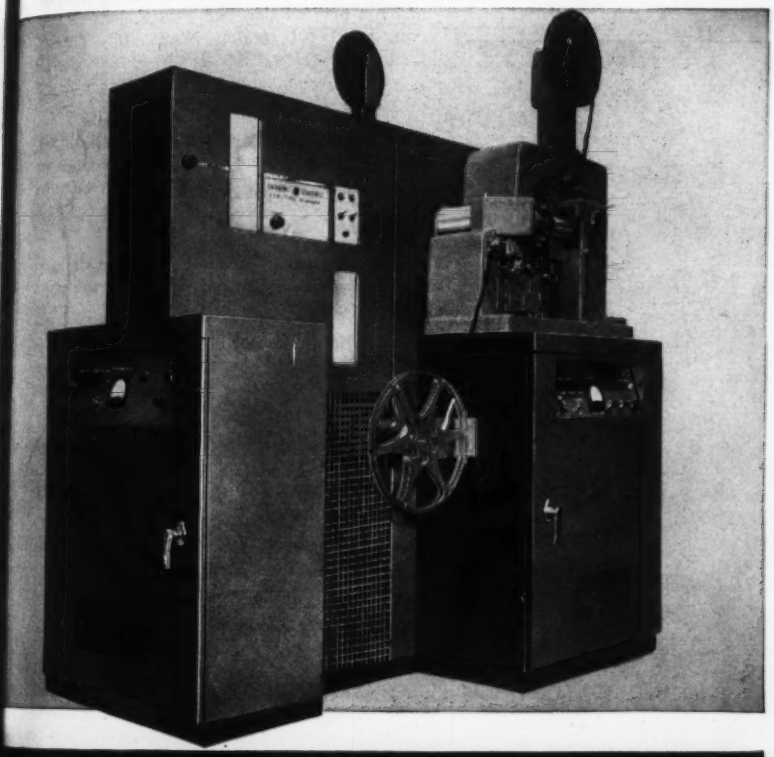
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

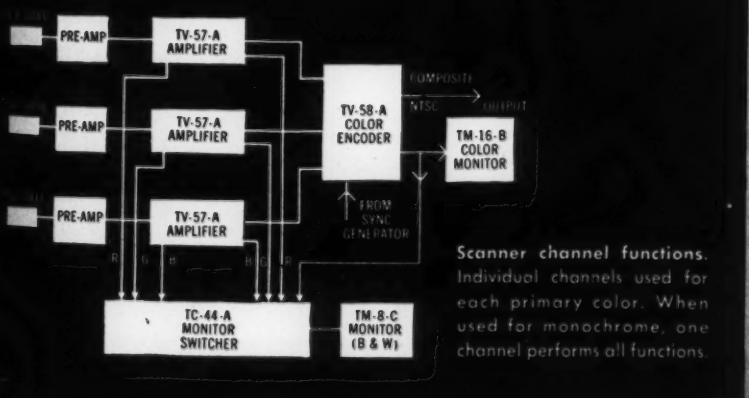
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2115-14, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

Hit-And-Run Ad Techniques Rapped By Agencyman Ogilvy

USERS of mail-order hit-and-run advertising techniques "are not investing money but spending it," David Ogilvy, president of Ogilvy, Benson & Mather, New York, said Tuesday in an address to the Washington Ad Club. Mr. Ogilvy was presented the club's award for achievement.

"Every advertisement must be considered part of a long-term protection and development of a brand name," he said, citing examples of tv commercials and printed copy on behalf of Schweppes, Helena Rubinstein, Dove, Good Luck margarine, Thom McAn, Franco American products and Pepperidge Farms bread.

Norman C. Kal, president of Kal, Ehrlich & Merrick, Washington agency, was presented a club scroll on the agency's 33d anniversary.

SPOT NEW BUSINESS

Armstrong Nurseries of L. A. started four-week sponsorship of *Rose Circus* with garden expert Maurice Webster Nov. 5 on 60 Dixie stations of CBS Radio Network. Agency: Paul Jordan Co., L. A.

El Producto Cigars sponsoring Winik Films' new *Madison Square Garden* 15-minute show in Philadelphia, Boston and Cleveland, following Friday night fights in first two cities and Wednesday night bouts in Cleveland. Norman Craig & Kummel, N. Y., is agency.

GallenKamp'S Shoe Stores through Bernard B. Schnitzer Inc., S. F., is sponsoring Screen Gems' *Jungle Jim* in three California markets for 52 weeks. Show began Oct. 28 on special network of KGO-TV San Francisco, KCRA-TV Sacramento and KNTV (TV) San Jose. Agency has worked out merchandising tie-in with 42 GallenKamp'S stores in areas covered for client's fourth year on tv.

NETWORK NEW BUSINESS

Shwayder Bros. (Samsonite luggage), Denver, starting its 1955-56 sponsorship, with NBC Radio's *The Samsonite Travel Bureau* (Wed., 9:55-10 p.m. EST), featuring Horace Sutton, travel authority. Grey Adv. is agency.

NETWORK RENEWALS

Three ABC Radio Sunday religious programs renewed for 52 weeks: *Hour of Decision* (3:30-4 p.m. EST) for Billy Graham Evangelistic Assn. through Walter F. Bennett & Co., Chicago; *Light and Life Hour* (8:30-9 a.m. EST) for Free Methodist Church of North America through Bennett Co., and *Oral Roberts* (2-2:30 p.m. EST) for Healing Waters Inc., through C. L. Miller Inc., N. Y.

A&A PEOPLE

Gregory A. Langley and **Philip Leserman 3rd**, elected vice presidents, Albert Frank-Guenther Law. Mr. Langley has been account executive and Mr. Leserman director agency's special services department.

Frank J. Corbett, account executive, Jordan-Sieber & Assoc., Chicago, appointed vice president of agency.

Leon Michel, senior writer and director of publicity, Fletcher D. Richards Inc., to Cole, Fischer & Rogow Inc., N. Y. as vice president and creative director.

I. Orrin Spellman, advertising and promotion manager *Holiday* magazine, to Kenyon & Eckhardt, as vice president and manager of Philadelphia region.

John W. Harper, timebuyer at Leo Burnett Co., Chicago, to D'Arcy Adv. Co., same city, in similar capacity.

Robert Murray Haig, vice president and director of tv copy, J. Walter Thompson Co., N. Y., to Kudner Agency Inc. as supervisor of tv copy. **Douglas B. Leigh Jr.,** art director, N. Y. office of MacManus, John & Adams, Bloomfield Hills, Mich., to Kudner Agency, N. Y. as art director on Frigidaire account.

J. Robert Conroy, vice president in charge of public relations and general manager, William

Same Voices, Other Rooms

A LITTLE more than 70% of new radio sets purchased in a five-month period in 16 large U. S. cities were additional sets and created new places to listen, while a bit under 30% were used as replacements for old receivers, according to a Pulse Inc. survey upon which Radio Advertising Bureau Inc. has based a newly issued brochure. Pulse surveyed nearly 39,000 families in the 16 cities last May. Set purchases beginning Dec. 1, 1954, were canvassed. Noting that some eight million new home radio sets are being purchased this year, RAB also reported that table models, according to the survey, are the most popular types (62.6%); 29% were portables, and 8.4% were consoles. Majority of new sets go into the bedroom with the living room and kitchen favored next.

Obviously OUTSTANDING

SIX FULL TIME NEWSMEN OUT OF A STAFF OF 44 GIVE PEORIAREA THE MOST COMPLETE COVERAGE OF LOCAL AND WORLD NEWS

FIRST in the Heart of Illinois
CBS RADIO NETWORK
WMBD
PEORIA
5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives

86.1% SATURATION

According to latest figures available (county by county) in the recent Television Magazine Market Book, the total set count of WHIO-TV..... **511,310**

Families in area..... **593,200**

Population..... **1,970,000**

The 1104 ft. tower, Maximum power, covered 37 counties; 26 Ohio, 11 Indiana

Retail sales for this area..... **$2,161,341,000**

See George P. Hollingbery!

CHANNEL 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

*1955 Consumer Markets
**June, 1955 Pulse Report

whio-tv
CBS

Hart Adler Inc., Detroit, to public relations staff of Grant Adv. Inc., that city.

Donald R. Borthwick, formerly editorial director of Henning and Cheadle Inc., Detroit, sales promotional agency, to Grant Adv., as copywriter.

William A. Wylie, supervisor, Bulova Watch Co.'s cooperative tv programs, to McCann-Erickson, N. Y., as radio-tv account executive.

Gene K. Foss, manager, Fitch Div., Grove Labs Inc., St. Louis, appointed director of sales, succeeding **Russell A. MacDonnell,** resigned.

Siebrand H. Niewenhous Jr., account executive, Sullivan, Stauffer, Colwell & Bayles, to Harry B. Cohen Adv., as account executive on Super Amm-I-Dent and Fitch Div., Grove Labs.

E. C. Reynolds, formerly promotion director at WAIT Chicago, appointed director of sales promotion and merchandising at Kuttner & Kuttner Inc., same city. He will continue as radio-tv director of Small Home Guide Inc. magazines, Chicago.

Donald C. Graves, operations manager and program director, KLAS-TV Las Vegas, to tv-radio section of Zimmer, Keller & Calvert Inc., Detroit agency.

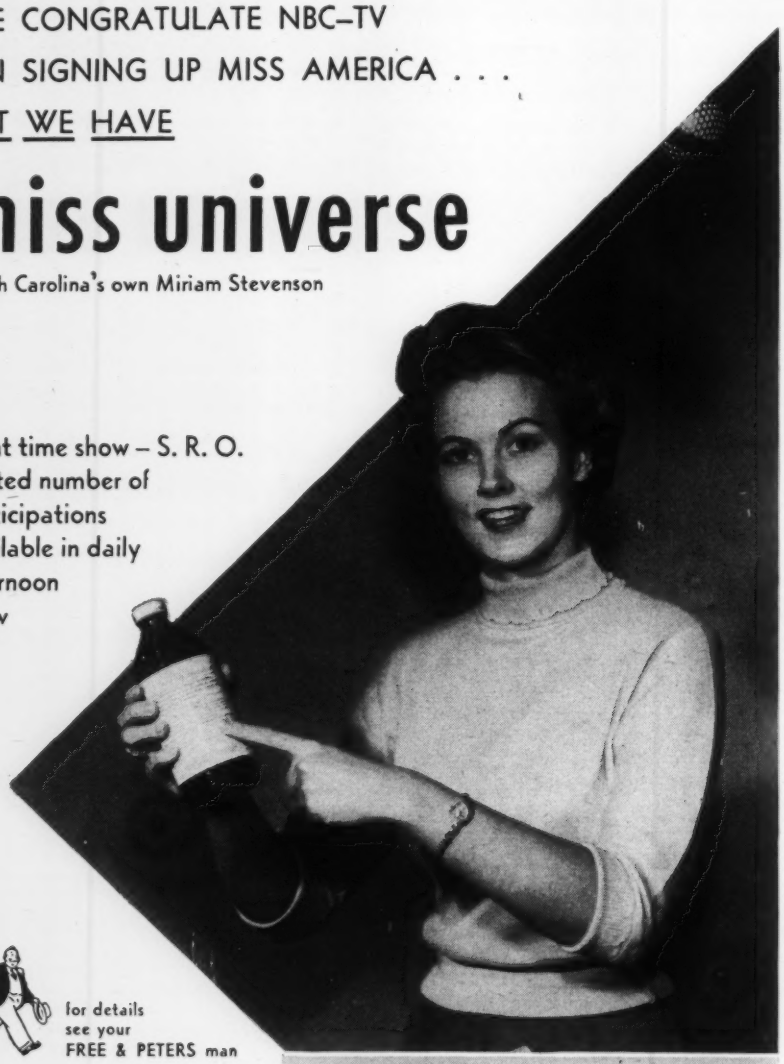
H. A. Shull, advertising manager, new products department, Vick Chemical Co., N. Y., appointed vice president in charge of new product development.

Rod Erickson, vice president and radio-tv business manager, Young & Rubicam, N. Y., father of boy, Joel Carl Jr., Oct. 25.

WE CONGRATULATE NBC–TV
ON SIGNING UP MISS AMERICA . . .
BUT WE HAVE

miss universe

South Carolina's own Miriam Stevenson



night time show – S. R. O.
limited number of
participations
available in daily
afternoon
show

for details
see your
FREE & PETERS man

NBC

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA

President, G. Richard Shafto
Managing Director, Charles A. Batson

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 15 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 22 and 29).

Nov. 16 (8-9 p.m.) *Arthur Godfrey and His Friends,* Toni Co. through Weiss & Geller, Pillsbury Mills through Leo Burnett, Kellogg Co. through Leo Burnett, CBS-Columbia through Ted Bates.

Nov. 19 (7 - 7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Nov. 26).

Nov. 19 (9:30-11 p.m.) *Ford Star Jubilee,* "Caine Mutiny Court Martial," Ford Motor Co. through J. Walter Thompson Co.

Nov. 24 (8:30 - 9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Nov. 14-18 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Nov. 21-25, 28-30).

Nov. 14 (8-9:30 p.m.) *Producers Showcase,* "Dateline II," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Nov. 15 (11 a.m.-noon) *Home,* showing of decorating and nature in miniature at 11:30-noon, participating sponsors.

Nov. 16-18 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 21-23, 25 and 28).

Nov. 20 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Devil's Disciple," Hallmark cards through Foote, Cone & Belding.

Nov. 22 (11 a.m.-noon) *Home,* preview of Christmas toys and Christmas party at 11:30-noon, participating sponsors.

Nov. 23 (7-8:55 a.m.) *Today,* insert from Independence National Park, Philadelphia, partcipating sponsors.

Nov. 26 (1:15-4 p.m.) *NCAA Football,* Army vs. Navy, participating sponsors.

Nov. 26 (9-10:30 p.m.) *Max Liebman Presents* "Dearest Enemy," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Nov. 29 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Nov. 30 (9-10 p.m.) *Kraft Tv Theatre,* Kraft Foods through J. W. Thompson Co.

[Note: This schedule will be corrected to press time of each issue of B•T]

only a combination of stations can cover Georgia's major markets

THE GEORGIA TRIO

WAGA	WMAZ	WTOC
Atlanta	*Macon*	*Savannah*
5000W. 590KC	10,000W. 940KC	5000W. 1290KC
CBS Radio	CBS Radio	CBS Radio

The Trio offers advertisers at one low cost:

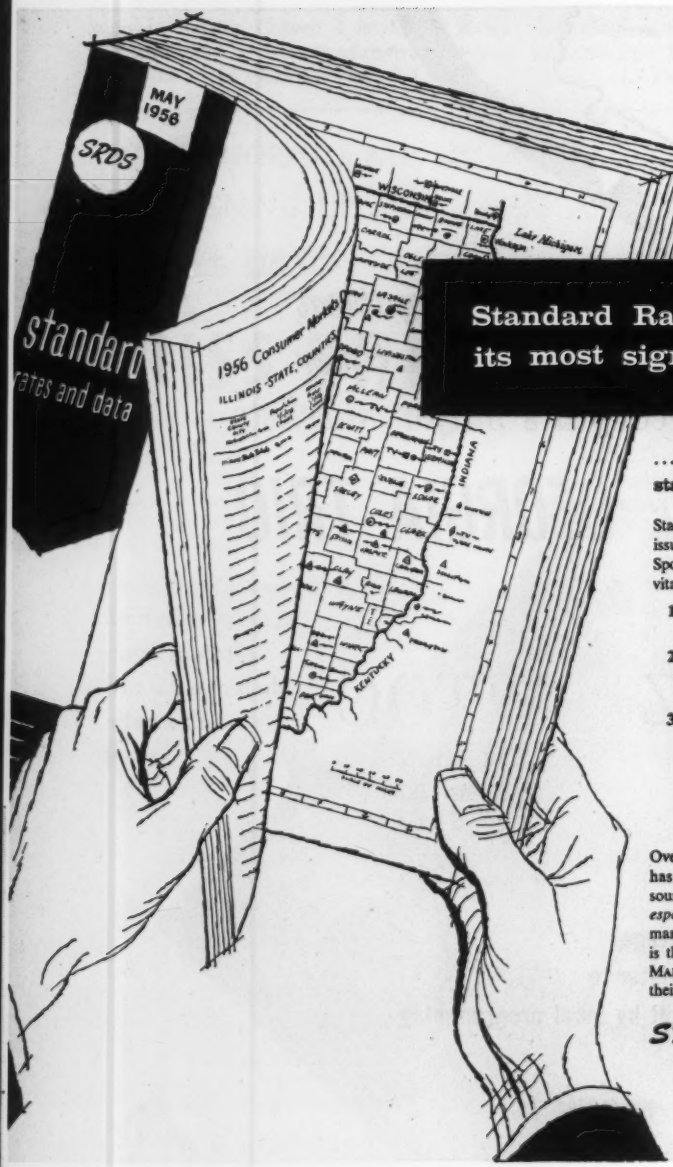
concentrated coverage
merchandising assistance
listener loyalty built by local programming
dealer loyalties

in 3 major markets

represented individually and as a group by

THE KATZ AGENCY, INC. NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS
KANSAS CITY • LOS ANGELES • SAN FRANCISCO

This announcement of expanded service to the advertising industry was published in October



Standard Rate & Data Service announces its most significant editorial improvement in 37 years...

...making CONSUMER MARKETS' state maps and market statistics readily accessible, monthly, in SRDS itself

Starting in May, 1956, each of the regular monthly issues of *Standard Rate's* Newspaper, Spot Radio, and Spot Television books will include *all three* of the vital tools of market and media selection—

1. **The regular standard listings of newspaper, radio and television rates and data**
2. **CONSUMER MARKETS' state maps for easy geographical analysis and quick identification of available media by types**
3. **Up-to-date CONSUMER MARKETS' statistics... state, county, city and metropolitan area data on population, households, spendable income, retail sales by store types, farm data, and other vital market information that provides the gauge of a market's potential and the basis for measuring a medium's coverage of a market.**

Over a ten-year span, *Standard Rate & Data Service* has made CONSUMER MARKETS an incomparable source of geographical and statistical data, compiled *especially* for the *advertising industry*. One of many marks of its universal acceptance and widespread use is the frequent and regular quotation of CONSUMER MARKETS' statistics by media in the presentation of their own market and market coverage stories.

However, the Executive Committee of *Standard Rate & Data Service*, aware of today's dynamic acceleration of change in America's markets, concluded after intensive study that the publication of market statistics only once a year was not enough. It recognized the need for *current* market information, reflecting market changes as they occur, and in a form that would make it *more accessible* to *more* people who in any way, at any time, participate in the media-buying function.

So now, instead of publishing CONSUMER MARKETS' information in an annual volume, we are putting it where it belongs...in Standard Rate itself...every month.

This expansion of CONSUMER MARKETS' service matches the trend of increasing agency participation in clients' over-all *marketing* operations. It fulfills today's real and growing need for convenient access to good, reliable market information, *at the time media plans and media decisions are being made.*

Starting with the May, 1956, issues of *Standard Rate's* Newspaper, Radio, and Television books, everyone in the advertising industry will find CONSUMER MARKETS' maps and data, and the standard media listings, *right where they belong* . . . all together, in *SRDS*, "Advertising's work book of market and media information."

SRDS Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher, 1740 Ridge Avenue, Evanston, Ill.

Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Cal.

Here's what it will mean to Radio and Television stations when CONSUMER MARKETS' maps and statistics are added to SRDS

The ready accessibility of market maps, market data, and media data, all together, every month in SRDS, brings radio and television stations these important sales advantages:

More eye-traffic for your Service-Ads.

Twice the opportunity to catch the right people at the best time with the right story, by placing your market and market coverage story in a Service-Ad near the CONSUMER MARKETS' data, and your station story in a Service-Ad near your listing.

Greater coverage of more agency and advertiser people of importance to you.

Improved flexibility that permits you to dramatize significant changes in your market story as they are reflected in SRDS.

Yes, this expanded service to the advertising industry makes SRDS a natural fit for your market story and your station story; gives you new opportunities to sell both.

The May, 1956, issues of the Spot Radio and Spot Television books will be the first to carry the CONSUMER MARKETS' maps and statistics. No matter how many subsequent monthly issues you plan to use, don't miss May! You can imagine the intense agency-advertiser interest in these first issues; the multiple use they will get. We suggest that you act just as soon as you can to reserve the advertising positions you want near your market data and near your station's listing.

SRDS Standard Rate & Data Service, Inc.

ABC | ABP | MPA | NBP

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher, 1740 Ridge Avenue, Evanston, Ill.

Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Cal.

CROSBY GOAL FOR COLOR TAPE COMMERCIAL USE: 12-18 MOS.

First public demonstration by West Coast firm ranges from fair to good. Company spokesmen predict it will trim cost of television station film operation to 10% of current figure, paving way for push-button operation.

PRACTICAL television tape recording in color will be a commercial reality within the next year or 18 months, B•T was told last Wednesday in Hollywood at the first public showing of new improvements in the tv tape system being developed by the electronics division of Bing Crosby Enterprises Inc. The color tape test ranged from fair to good, but did not match the present live product seen on the color set screen.

Although said to be of commercial quality now for use in black-and-white tv, the Crosby system is being withheld from exploitation until comparable quality is achieved in color. This will make its use fully practical in ordinary station operation, Crosby officials indicate, bringing to station, network and program packaging operations the same degree of flexibility and economy now realized in radio using audio tape. A veritable revolution in production and operating techniques is hinted, although Crosby representatives prefer to comment on the conservative side and say the tape system will merely supplement the existing tv film operations for some years to come.

With its instantaneous recording and playback features, plus the ability to be easily and quickly edited as well as duplicated, the tv tape signals the day of the push-button television station in which operating costs can be trimmed to possibily 10% of current costs using film, Crosby spokesmen agree. The speed and easy editing factors also will be significant in television news programming, they say, and will bring high mobility and lower production costs to program packaging.

MR. HEALEY

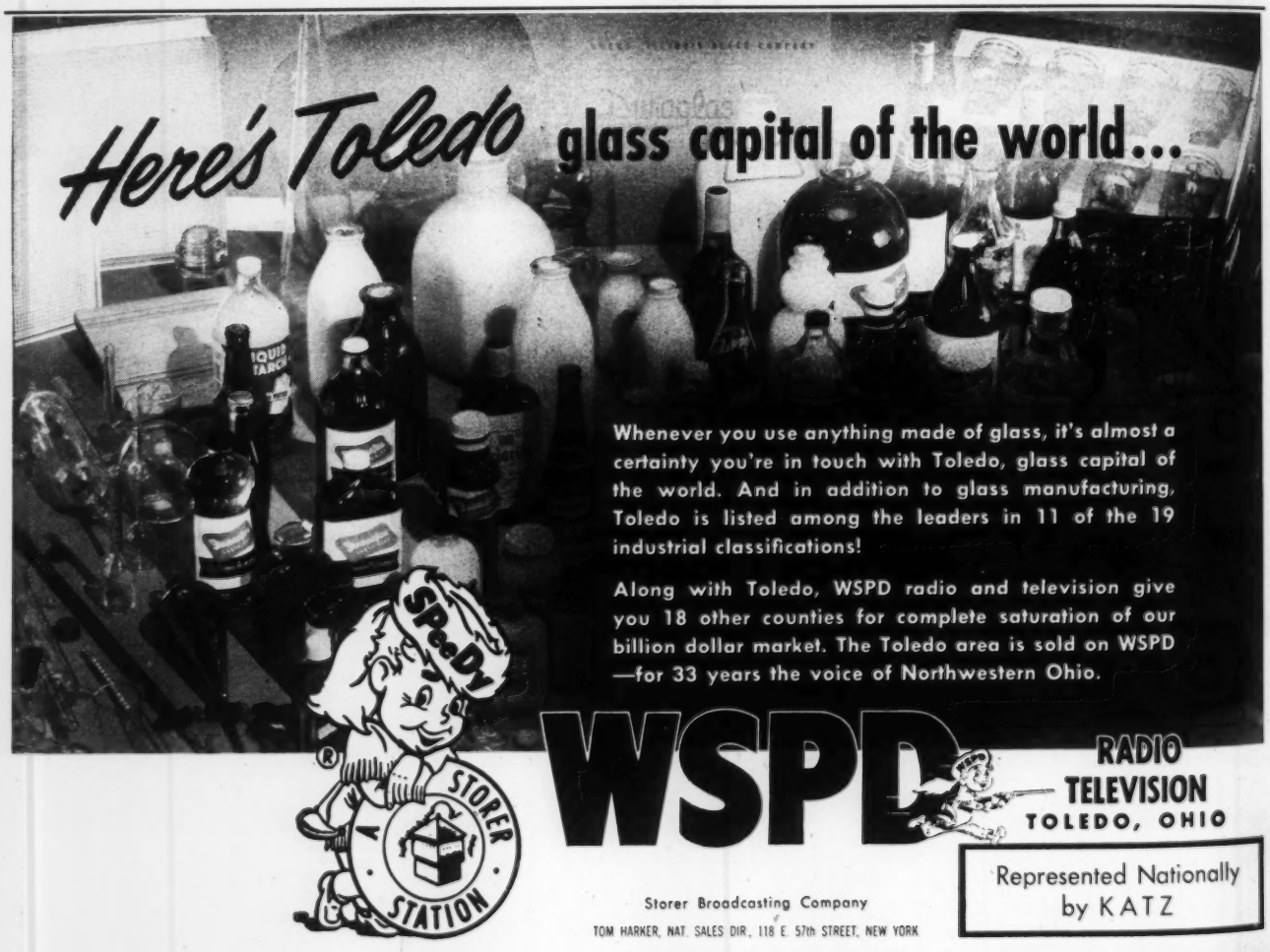
The color tape test was presented by Francis C. Healey, executive director of the Bing Crosby Enterprises Electronics Div., in association with J. T. Mullin, director of engineering; Wayne R. Johnson, director of research, and Leslie Nelson, assistant to Mr. Johnson. Running about a quarter-hour, the test tape was made up of two segments, the first part taken from "The Great Waltz," Max Liebman's Nov. 5 spectacular on NBC-TV, and the second from Judy Garland's Sept. 24 television debut on CBS-TV's *Ford Star Jubilee*.

The Max Liebman portion appeared somewhat diluted but operating technicians demonstrated that color saturation can be altered with a simple twist of a dial, illustrating another strong point claimed for tape, namely, easy correction of recording errors during actual programming or re-recording.

The Judy Garland portion more nearly approximated the original color of the live broadcast, both in definition and color balance. However, the latter portion of this sequence, showing the Goofers, a musical group, appeared washed out at spots. There was a slight "running water" effect also evident from time to time, but the Crosby engineers said this had been noticed on the monitor at the time of actual pickup and reportedly was attributed by visting CBS-TV technicians as "microphonics," or slight distortion caused by a faltering tube in the color camera at the studio during the telecast.

To those who only a few short years ago witnessed the highly complex color television allocation proceeding before FCC, the feat of producing a fairly satisfactory color tv program out of a reel of ordinary audio tape, which can be played over and over, a large turntable style console and a couple of equipment racks seems quite unbelievable. As during the early allocation proceeding demonstrations for the FCC, despite the not-quite-perfect pictures, the significance of the accomplishment grows by degrees.

The impact strikes when the Crosby engineers explain they obtained the Max Liebman segment in a direct off the air pickup using


Here's Toledo glass capital of the world...
Whenever you use anything made of glass, it's almost a certainty you're in touch with Toledo, glass capital of the world. And in addition to glass manufacturing, Toledo is listed among the leaders in 11 of the 19 industrial classifications!
Along with Toledo, WSPD radio and television give you 18 other counties for complete saturation of our billion dollar market. The Toledo area is sold on WSPD —for 33 years the voice of Northwestern Ohio.
SPeeDY
STORER STATION
WSPD
RADIO
TELEVISION
TOLEDO, OHIO
Represented Nationally by KATZ
Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

IT'S ROUND-UP TIME

with the BAR (H*) BRAND

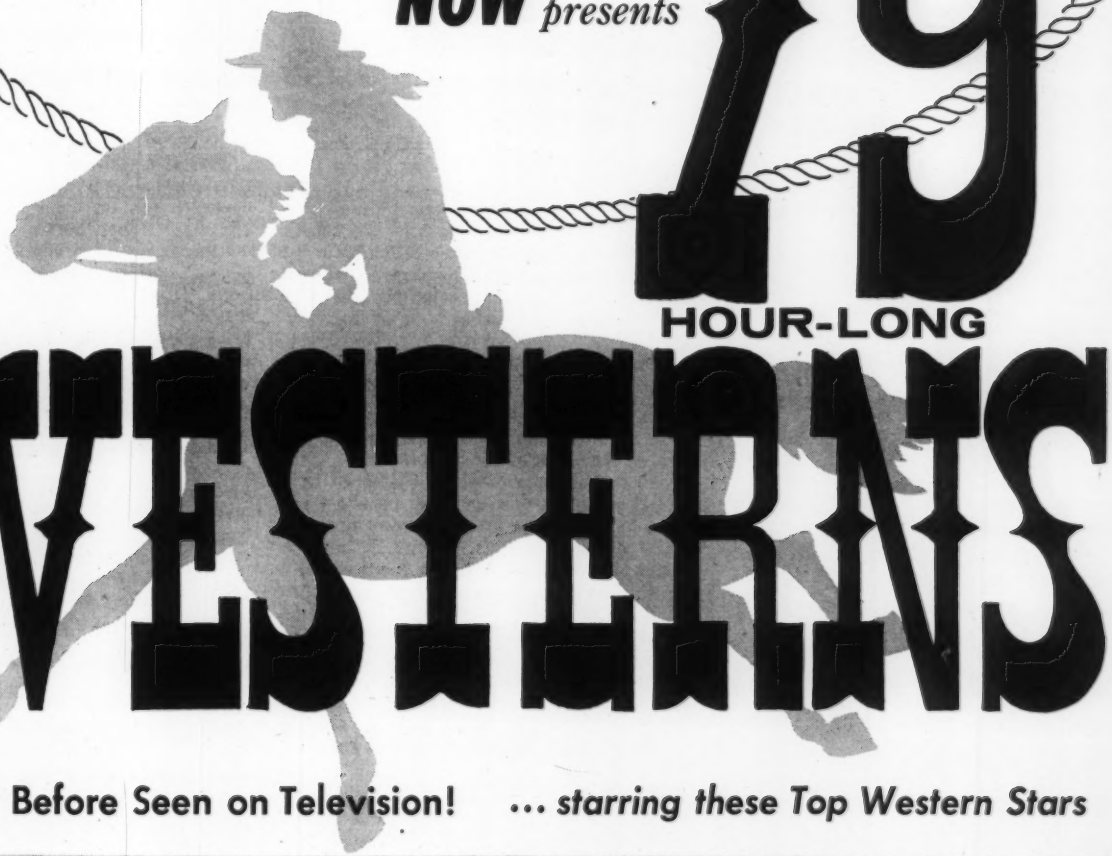
The Company that brought you the *Sensational* "WILD BILL ELLIOTT" *Series*

NOW *presents*

79

HOUR-LONG

WESTERNS



Never Before Seen on Television! ... *starring these Top Western Stars*

BUCK JONES	TIM McCOY	KEN MAYNARD	RUSSELL HAYDEN	JACK LUDEN	BOB ALLEN

* HYGO *Television Films, inc.*

NEW YORK 1501 Broadway LOngacre 4-8234

DETROIT 709 Fox Building WOodward 1-3979

HOLLYWOOD 9100 Sunset Blvd. CRestview 4-6955

Nothing succeeds

like success . . .

and a very susceptible place is participation on KDUB-TV's late movie — witness:

10-6-55

Late movie spots moved $1,390 in 4 departments of a large drug and appliance store (on following day).

10-6 & 7-55

Movie spots on two succeeding nights sold $2,100 worth of advertised articles. In both cases, all sales were directly traceable to TV spots described.

Oct. 1st set count: 108,003.

NOW 316,000 watts!

MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

President and Gen. Mgr., W. D. "DUB" ROGERS

National Sales Mgr. E. A. "Buzz" Hassett

a standard RCA home color receiver (the program was carried across the U. S. from New York on the regular NBC-TV network and telecast at Los Angeles by the network's KRCA [TV]). The three primary color signals were taken from the color set by simple "alligator" clips attached to the feeds of the tri-gun color picture tube.

The Judy Garland portion of the tape was obtained by a direct microwave radio link to CBS Television City, instead of regular broadcast pickup.

Crosby spokesmen say they hope to eliminate one of the two equipment racks (one to record, the other play-back) by including its components within the recording console, which looks like a tape recorder about the size of a stenographer's desk. The tape reels measure about 20 in. in diameter. The tape is regular Minnesota Mining Co. audio tape No. 1-11-A, except it is one-half inch wide, instead of the usual quarter-inch. The reel looks like it might be an over-size reel of 16 mm film.

The console top is clean except for the two reels housing the recording and play-back heads and a small push button control panel. The recording heads puts five tracks on the tape; one track each for the three primary tv colors (red, blue and green), one track for sound and the fifth for synchronization pulses. The current speed of the tape is 180 in. a second. This is described as relatively "slow" and easy to handle. The quarter-hour show uses about 14,000 ft. of tape. Using the new Du-Pont polyesther base tape, Mylan, it is possible to put 20 minutes program time on the present reel, it was indicated.

The tape now contains about 2.5 mc of information, coaxial cable quality, but this is expected to be raised to 3 mc definition in the next year, the engineers explain. The full color tv signal spreads to 4 mc but the home receiver delivers only about 3 mc of this.

One-Minute Splice

The tape mechanism requires about five to eight seconds to achieve normal running speed, but refinements are expected to shorten this time. At the outset of one demonstration, as the tape was almost up to speed. it whipped from the take-up reel and snapped in two. The operator stopped the machine almost instantly, made a splice with scissors and ordinary cellophane tape within a minute, and continued showing promptly. It was described as the first break in 28 consecutive demonstration runs. Splices are evident on the viewing screen as an occasional instantaneous blip.

Initial uses for the tape units when made available commercially would be in delayed color broadcasting, especially for network affiliates far from origination centers and varying time zones.

They would be used in pairs, just like conventional record turntables, to allow the operator to segue from one to the other, providing a continuous flow of uninterrupted program. Eventually, the full telecast day could be prerecorded, all color or mixed color and black-and-white (the tape doesn't know the difference), and played back in push-button style like some current radio operations.

Mr. Healey said the larger tv stations would use at least six to eight of the units, much like sound tape units in radio. Initial price estimates range from $60,000 to $75,000 for each recorder, with the possibility they might run as low as $100,000 a pair at first. These estimates do not include a color monitor. Crosby also showed a compact remote control board which is to be used with the video tape recorder. The remote control panel would permit an operator in another room or elsewhere in the building to start the recorder, stop it, monitor it, play it back, etc.

Asked if the system has been field tested by feeding the signal from the tape to a regular tv transmitter, Mr. Johnson said it has not as yet, but the tape includes all the necessary signal elements to do this. Built to rugged military specifications, the VTR could be placed on a mobile truck for remote pickup recording with a field camera chain, Crosby officials say, and could produce instantaneously usable newsreel or other program material. Since the tape can be used over and over again, the economy over film is quickly apparent, they note, aside from the elimination of time consuming processing for film.

For the Hollywood tv program packager, it is pointed out, the VTR would mean substantial savings in production time and film processing costs. "Shooting" with tape, the director could immediately monitor his finished product and, if not satisfied erase it and do it over at that moment. Or, he could employ two or three cameras and splice the shots into a master later or electronically edit the shots as he went along. If he changed his mind later, he could splice in another segment.

The only other color tv tape recorder believed in existence is the developmental unit of RCA in New York, Crosby officials state. It records at 240 in. per second, according to reports.

Color Tape Years Away

Observers at the Crosby demonstration, however, pointed out that RCA apparently feels magnetic tape for color tv is still some years away or it would not be spending millions of dollars to install new color film facilities at NBC-TV origination points in New York and Color City, Burbank, Calif. Others point out that in view of the huge backlog of film (both black-and-white and color), as well as the major investment in film equipment, tape will not force any premature demise of film, if at all. RCA's new color kinescope system also is noted [B•T, Oct. 31].

From other quarters, industry representatives pin high expectations on the DuMont Electronicam system as a means to cut program production and filming costs. On the West Coast, Walt Disney Studios enlisted the aid of RCA to create the "monster," a tri-film camera rig which uses magnetic tape for editing code in an effort to trim time and costs in production of the weekday *Mickey Mouse Club* on ABC-TV. At McCadden Productions *(Burns & Allen)* in Holywood, another three-camera unit is being employed to approach live show economies through live show continuous filming technique.

Some, though, point to these devices as stopgap until the day when the tape system is available.

Raw film stock costs are low. It is the processing and editing costs which boost production budgets for film shows, aside from the labor cost factor which looms large whether live or film. Hollywood movie directors shoot three-to-one; that is, they make three feet of picture for every one foot they expect to edit into final print. Using live program concepts and the new gear, the tv packages are slicing this ration considerably. Tape would permit recorded program package production at virtually live show costs, according to the experts.

Bing Crosby Enterprises and Ampex pioneered tape recording in the audio field following World War II. Crosby officials claim tape in radio got its boost when Bing Crosby put his ABC network program on tape in 1947. Crosby enterprises begin searching the tv tape

TOP-RATING PICTURE QUALITY CALLS FOR G-E *Broadcast-Designed* CAMERA TUBES!

They help you...in 3 ways...to put finer TV on the air all the time!

1. CLEAR, SHARP IMAGE RESOLUTION. Electron-gun spacings of G-E image orthicons are the most closely controlled in the industry! They give the needle-sharp, cleanly defined beam essential for picture crispness and clarity.

2. UNIFORM, ACCURATE IMAGE REPRODUCTION. Reasons: G-E camera-tube face plates are meticulously pre-cleaned . . . photo-cathode evaporators are precision-placed so as to deposit the light-sensitive film evenly and uniformly on the face plate . . . G-E final inspection methods hold to extremely narrow limits any variations in sensitivity over the scanned area.

3. FULL-MEASURE TUBE LIFE, WITH EFFICIENT PERFORMANCE THROUGHOUT. G.E. is engaged in constant research to (1) further prolong image-orthicon life, (2) extend high-level performance to encompass the whole active life of the tube. With special attention to the image-orthicon target—characteristics of which largely determine tube life—the scope of G-E research and engineering development includes both improved target design and better manufacturing techniques.

★ ★ ★

IN ADDITION to these important quality plusses, G-E Broadcast-Designed GL-5820's come to you *safety-packaged*—in square, transparent containers that won't roll off shelves, that show you the tube properly placed inside, that carefully cushion the tube both top and bottom against shocks in handling. A plastic bag covers the face of the tube—prevents scratching. And G-E camera tubes are factory-sealed at the base . . . if the seal's unbroken, you know you're getting a *new* tube!

Phone your G-E tube distributor . . . today! *Tube Department, General Electric Co., Schenectady 5, N.Y.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

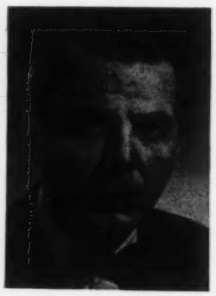
181-1C3

potential as early as 1948, with laboratory work commencing in 1951.

At first, a one-inch tape running 100 in. a second was tested with a multiplex signal. Later demonstrations showed monochrome pictures of 1.2 mc definition by means of tape which contained 12 separate tracks running at 120 in. per second.

CBS' Dozier to RKO As Production Head

WILLIAM DOZIER, director of television network programs for CBS Hollywood, has been named vice president in charge of production for RKO Radio Pictures on the West Coast, it was announced last week by RKO President Daniel T. O'Shea. Mr. Dozier is expected to report to RKO about Dec. 1.



MR. DOZIER

Negotiations reportedly have been under way for many weeks between Mr. Dozier and Charles L. Gett, RKO executive vice president who earlier this year resigned as CBS vice president in charge of network programs, Hollywood.

RKO is slated to resume feature movie production in December after a long hiatus. The studio was bought this summer from Howard Hughes for $25 million by General-Teleradio Inc., major radio-tv operation headed by Thomas F. O'Neil.

Mr. Dozier joined CBS in 1951. Previously he was executive assistant to the late Charles Koerner, vice president of RKO production during the studio's major film years. He also had been executive assistant to Samuel Goldwyn and associate production chief at Universal-International before joining CBS.

McCadden Names Gresham In Sales Expansion Move

MAURIE GRESHAM was appointed general sales manager of McCadden Productions, Hollywood, last week by George Burns, president. Mr. Burns said the appointment was made in line with McCadden's expanding filming and production activity.

Mr. Gresham formerly was vice president-general manager of Advertisers Television Program Service Inc., Beverly Hills film distributor.

Those promoted in the expansion program were Herb Browar, production supervisor, to coordinator of commercials and industrial films; Norman Henry, chief auditor, to assistant to Mr. Gresham, and Bill Porter, assistant to Mr. Browar, to assistant production supervisor.

McCadden produces *George Burns and Gracie Allen*, *Bob Cummings Show*, *People's Choice* starring Jackie Cooper, and also produces commercial and industrial films. Among the advertisers using McCadden's filming service are the Carnation Co., B. F. Goodrich, Chevrolet, Winston cigarettes, General Mills, Borden, U. S. Steel and Motorola.

Tv Production Company Organized by Hardy Burt

FORMATION of a new television production company, H.O.M.&R. Inc., New York, was announced last week by Hardy Burt, president of Hardy Burt Productions. The initial offering of H.O.M.&R. is a half-hour live tv program entitled *Presidential Sweepstakes*.

Associated with Mr. Burt in the new enterprise are Harry Wismer, sports commentator, and Jules Jacobs, New York attorney. Mr. Burt will continue to operate Hardy Burt Productions, which currently produces *State of the Nation* and *Success Story, U.S.A.* on radio and *Facts Forum Panel* on radio and tv.

Mr. Burt said that *Presidential Sweepstakes*, to be offered as a weekly, daytime network tv program, may be placed on a network sometime before the end of this year. The program is designed to capitalize on national interest in the 1956 Presidential election, and will feature commentary and appraisal of the shifting political tides by political analysts. Weekly contests in which viewers submit "sweepstake" entries naming candidates who poll the top weekly percentages, also will be included. H.O.M.&R., Mr. Burt said, is in the process of conceiving other tv packages.

Screen Gems Adds Nine In Sales Expansion Move

ADDITION of seven salesmen to the sales staff of Screen Gems Inc. in the U. S. and two salesmen to the Canadian branch was announced last week by John H. Mitchell, vice president in charge of sales. There are now 26 sales reprensentatives of the company, of which 16 operate in the U. S., according to Mr. Mitchell.

New salesmen in the U. S. are Ev Jarret, who has been named general division manager in Cleveland; William Gebhardt, formerly radio

From Early Morning . . . to Late Night

MOST PEOPLE LISTEN TO WAKR

Here's How the Audience is Divided *

WAKR	STATION "A"	STATION "B"	STATION "C"	STATION "D"
44.6%	17.9%	22.2%	8.2%	4.4%

MORNING — AFTERNOON and NIGHT
* 6 A. M. to 10:30 P. M.

WAKR is 1st.

A DECIDED FIRST IN LISTENERS

The current TRENDEX* audience measurement report again confirms WAKR's dominant position in Akron Radio.

WAKR-TV
Now in its 3rd YEAR

* TRENDEX — Akron Audience Survey June, 1955

WAKR-RADIO • WAKR-TV
RADIO — TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

and tv executive of Fuller & Smith & Ross, who has joined the Cleveland office as a representative; Donald Bryan, Henry Profenius and John Lerner, assigned to the southeast division covering Virginia, North Carolina and South Carolina; William Miller, formerly with CBS in various sales posts, appointed divisional representative with headquarters in St. Louis, and Peter Carey, who has joined the San Francisco office. In Canada, John "Bud" Debrow has joined Screen Gems Ltd. to cover the Quebec markets and Hugh L. Bearg has been named to the Toronto office.

Kwartin Heads AAP's New Sales Division

IN VIEW of anticipated use by advertisers and agencies of feature films on a larger scale in 1956, Associated Artists Productions Inc., New York, last week announced the formation of a national sales division designed to stimulate sales of feature films to national advertisers for use on station lineups.

MR. KWARTIN

Paul Kwartin, who has been with AAP as agency representative since its inception, has been designated head of the new division. Under Mr. Kwartin's direction, the staff will contact agencies and advertisers on the value of utilizing feature film programming, citing such information as ratings on AAP shows and cost-per-thousand data, and will provide merchandising and budgeting assistance. Once AAP has arranged for sponsorship in a set number of markets, it sells its feature films to local stations, which in turn sign the advertiser.

Mr. Kwartin said the outstanding factor contributing to the trend toward films is the low cost-per-thousand of a feature film versus a network program. Material compiled by AAP's headquarters staff and field representatives indicates that the average cost-per-thousand of an AAP feature film amounts to $1.50, contrasted with about $4.50 for a network show. Mr. Kwartin cited American Research Bureau figures as a basis for the comparison.

AAP has some 66 feature films, many of which have been presented on 85 stations throughout the country, he said.

Investment Firm Plans To Finance Tv Producers

REPORTS that Walter E. Heller & Co. is providing additional financial backing for certain independent tv production firms were confirmed by a spokesman for the Chicago investment house Thursday.

The company has been active in negotiations with producers and has some "deals on the fire," he said, but declined to reveal any details. He said Walter E. Heller & Co. "will and under proper circumstances always be ready to finance" companies. The investment firm has been particularly active in the financing of film contracts with stations and advertisers to distributors on existing pictures for tv, he noted.

Heller helped finance Television Programs of America and other organizations.

Greatest Sports FIRST on TV

COLLEGE BASKETBALL

the latest WPFH Exclusive

featuring

LA SALLE, PENN, TEMPLE,
VILLANOVA AND ST. JOSEPH'S

against

NATIONAL CHAMPIONS
CONFERENCE CHAMPIONS
TOURNAMENT WINNERS

30 Games ★ Dec. 3RD thru March 10TH

9:30 P. M.

This great attraction is available Wednesday, Friday and Saturday Nights for sponsorship on full game, half, quarter or one-sixth basis. See your Meeker TV Inc. Representative.

The greatest audience attraction in the Greater Delaware Valley. It's the *first* time all 5 Philadelphia teams play under the same roof. *First* time all 5 meet in round-robin City Series.

WPFH CHANNEL 12

the Sports First station—serving the Greater Delaware Valley with 316,000 Watts

SPECIAL TV CHRISTMAS FILM PACKAGE

for unlimited showing during Christmas week

NIGHT BEFORE CHRISTMAS
(11 Minutes)

CHRISTMAS RHAPSODY
(11 Minutes)

CHRISTMAS THROUGH THE AGES
(13 Minutes)

SANTA AND THE FAIRY SNOW QUEEN
(26 Minutes)

Unlimited telecasts during Christmas week of all four of these fine Encyclopaedia Britannica Films can be yours for just 50% of your one time national Class A one hour rate.*

This Encyclopaedia Britannica Film special TV Christmas package is offered on an exclusive market basis subject to prior sale. Because of the strictly seasonal nature, no audition prints will be available and no orders may be accepted after December 7. The universally well known and respected names of Encyclopaedia Britannica Films and Associated Program Service assure your complete satisfaction. There are no finer films of this type available anywhere.

To avoid disappointment, phone, wire or return the coupon below by air mail special.

* Minimum charge: $175.00.

CHRISTMAS PACKAGE RESERVATION
TO: ASSOCIATED PROGRAM SERVICE
221 FOURTH AVE.,
NEW YORK, N. Y.

We want the Encyclopaedia Britannica package for our station. Please rush contract for our approval. I understand this offer is subject to prior sale.

Name .....

Title .....

Station .....

Address .....

City .....

GENERAL TELERADIO MAY REALIZE $39 MILLION FROM RKO FEATURE FILMS

Figure does not include potential profits garnered from sales of other properties acquired in $25 million purchase earlier this year. Number of television stations in key cities have been offered profit-sharing plan by GT to further film sales.

GENERAL TELERADIO envisions a potential gross return of more than $39 million from wholesaling of 700-odd feature films in the RKO library it acquired last July through purchase of RKO Radio Pictures for $25 million [B•T, July 25], judging by sales approaches made to tv stations.

The $39 million does not include income from over 900 shorts, nor feature revenues from sales to national advertisers or theatrical reissue (see exhibits).

Tv stations in a number of key cities have been offered a partnership arrangement by General Teleradio in the domestic tv and theatrical values of the RKO inventory. They would contract to use the RKO films and then share in profits from non-partnership markets, it is understood, and have complete tv control of the library in their market areas.

A tentative basic plan for tv release of RKO features has been proposed in the partnership offer. Starting Jan. 1, RKO features would be released at the rate of about 104 pictures a year for five years. This rate might be speeded up should mechanical and distribution factors permit.

While there are about 750 RKO features, 60 are "formula westerns" and many others are classified as doubtful in value. About 115 of the features have been released since mid-1948. Most of these probably will be subject to added payments involved in union arrangements to share in reissue proceeds.

RKO was bought primarily for programming of General Teleradio stations in six markets, tv stations were told, since GT is interested first of all in operating broadcast properties. With that in mind, it is now working out ways of cashing in on the value of the library in other tv markets and also plans to use RKO facilities for new tv programming. Offers to buy RKO films have been received from film marketing groups.

While GT is basing its project on the partnership plan stemming from its own handling of RKO films, it proposes to set up a special unit to handle re-release of films to theatres. Here GT envisions possibly $2.5 to $3 million income.

Breaking down its estimates of potential return, GT figures it will net a minimum of $15 million from its film inventory by domestic tv sales. This includes value of the product in the six GT markets as well as theatrical reissues of films not currently assigned for re-release or actually re-released.

GT's own commitment for use of the product in its own market is placed at $5 million. This leaves $10 million from other markets. A formula has been drawn up (see exhibits) to attain average wholesale prices for each film in different markets. Profit percentages for stations joining in the GT partnership plan are based on this formula.

A tv station joining the partnership plan would have unlimited use of the feature films in its market with tv resale rights therein plus a share in net profits from theatrical reissue plus net profits from tv distribution of all RKO features and shorts in U. S. markets not included in the profit-sharing arrangement. RKO shorts would be available to profit-sharers at cost.

The $39 million potential from sale of features is based on complete station distribution, which GT concedes is not logical. However, it explains the figure is based on whole-

EXHIBIT I

Amount Committed by General Teleradio Markets

	Value per Film	Total 520 Films	% of $15,000,000
New York	$4,000	$2,080,000	13.866
Los Angeles	3,500	1,820,000	12.133
Boston	1,250	650,000	4.333
Memphis	400	208,000	1.386
Hartford	350	182,000	1.213
West Palm Beach	100	52,000	.346
TOTAL	$9,600	$4,992,000	33.277

EXHIBIT II

Markets Grouped in Descending Order of Size	Aggregate Wholesale Value per Film in Each Market Group	Total Gross Potential by Groups 520 Films	700 Films	Group Percent of Total
1— 25	$28,540	$14,840,800	$19,978,000	51.11%
26— 50	8,375	4,355,000	5,862,500	14.98
51— 75	5,930	3,083,600	4,151,000	10.62
76—100	4,160	2,163,200	2,912,000	7.45
101—125	2,635	1,370,200	1,844,500	4.72
126—150	2,500	1,300,000	1,750,000	4.48
151—175	2,500	1,300,000	1,750,000	4.48
All Others	1,200	624,000	840,000	2.15
TOTAL	55,840	$29,036,800	$39,088,000	99.99%

EXHIBIT III

Estimated Effect of Participation Plan

		520 Films	700 Films
1.	Estimated Gross Revenue from Station Users only at 85% of Potential (Exhibit II)*	$24,700,000	$33,250,000
2.	Less Costs at 25%*	6,175,000	8,312,500
3.	Net Revenue from Television	18,525,000	24,937,500
4.	Net Revenue from Theatrical Reissue*	2,500,000	3,000,000
		21,025,000	27,937,500
5.	Less Investment of Participating Partners*	15,000,000	15,000,000
6.	Net to be divided among Participating Partners	6,025,000	12,937,500
7.	Net Investment by Participants	8,975,000	2,062,500

*NOTE

1. Gross revenue estimates do not include income which is to be expected from national or network use of the films.
2. Costs are estimated for the purposes of this exhibit at 25% of gross. They may be slightly higher or somewhat lower, but this estimate is believed to be realistic.
4. Theatrical reissue does not include the normal re-release activity customarily pursued by RKO. This refers to revenue from special reissues outside RKO's usual course of business.
5. Once a net revenue position is attained, the remaining 180 feature films and the short subjects can go to the participating partners without additional investment except for attendant costs.

How competitive pricing in transportation would help you

In most American businesses, the benefits of greater efficiency can be passed on promptly to the public. In the transportation business, however, this is not always the case.

Consider what has happened on the railroads:

In the last 30 years the speed of the average freight train has gone up more than 50 per cent; the load has nearly doubled and the hourly output of transportation has increased nearly three times.

To make possible these and other gains in efficiency, the railroads have spent, since the end of World War II, nearly $11,000,000,000 – every dollar of which was financed by the railroads themselves.

But – as is shown in the report of a special Cabinet Committee appointed by the President – government regulation frequently denies to the public the benefit of the lower costs of the most economical form of transportation, so as to protect the traffic and revenues of carriers with higher costs. The result, as the Cabinet Committee says, is that shippers and, ultimately, the consuming public must pay more for freight transportation than would otherwise be necessary.

What can be done to correct this unhealthy situation?

The special Cabinet Committee recommended that railroads and other forms of regulated transportation be given greater freedom to base their prices on their own natural advantages. At the same time, government regulation would continue to prevent charges which are unreasonably high or unreasonably low, or are unduly discriminatory.

This would make it possible to pass on the benefits of the most efficient operations to shippers, producers and retailers, and to the consuming public which in the end pays all transportation costs.

Bills based on Cabinet Committee recommendations have been introduced in Congress. For full information about this vital subject, write for the booklet, "WHY NOT LET COMPETITION WORK?"

Association of American Railroads

803 Transportation Building • Washington 6, D. C.

sale estimates and doesn't include income from sales to national advertisers for onetime or network use, estimated value of short subjects in non-participating markets or theatrical re-issue values.

First Color Film Showing Set for Pacific Northwest

FIRST color films to be shown in the Pacific Northwest will be sponsored by Pacific Power & Light Co. Five episodes in the 39-telecast series have been delivered to McCann-Erickson, Portland, Ore., by Screencraft Enterprises, Hollywood, according to Art Jacobs of Screencraft. Titled *The Power Land Story*, the films will depict development of electric energy in the Northwest. KPTV (TV) Portland will carry the series in color. KIMA-TV Yakima, Wash., and KAVL-TV Eugene, Ore., will carry black-white telecasts. Five more episodes are now being filmed, Mr. Jacobs said.

SALE OF STOCK IN NEW HOOKER FIRMS HALTED BY N. Y. STATE ATTY.-GENERAL

Prospectus on tv production and distribution companies used 'unauthorized names' and 'fraudulent statements', according to charges. Hooker answers that references in sales literature are misinterpreted; also contends stations had indicated intent to support.

A TEMPORARY injunction was obtained Wednesday by the New York State attorney general's office against two tv production and distribution companies on charges they had been using "unauthorized names" of individuals and making "fraudulent statements" in their sale of stock designed to establish a tv film network.

The injunction halting the stock sales activities of Film Network Inc., and Master Television Inc., New York, both headed by West Hooker, originally specified that Mr. Hooker show cause last Thursday why the restraining order should not be continued. On Thursday New York Supreme Court Justice Morris Eder held the show cause order over to Nov. 23.

An affidavit filed by Special Deputy Attorney General David Clurman charged that in his prospectus to prospective stockholders, Mr. Hooker made unauthorized use of the names of Gen. Douglas MacArthur; James E. Day, president of the Midwest Stock Exchange; Sterling Hayden, actor; and Vivien Kellems, Connecticut industrialist.

The affidavit also stated that Mr. Hooker claimed falsely that WGN-TV Chicago, owned by the *Chicago Tribune*, and WOR-TV New York, WNAC-TV Boston, and KHJ-TV Los Angeles, all owned by General Teleradio Inc., had at one time agreed to join his proposed network.

Mr. Clurman charged that as recently as last February, Mr. Hooker claimed to have raised $300,000 in New York City as preliminary capital, whereas an investigation by the attorney general's securities bureau found he had raised only $40,000.

Mr. Clurman said that among the persons Mr. Hooker used as stock "salesmen" were Merwin K. Hart, head of the National Economic Council Inc.; Bryant W. Bowles, head of the National Assn. for the Advancement of White People; David A. Christianson of Miami Beach, Fla., and John A. Harke of Hotel Shelton, New York.

MR. HOOKER

Among the actual purchasers of stock, Mr. Clurman said, was Gen. Robert E. Wood retired chairman of Sears, Roebuck & Co., who invested $3,000 in the company's name, but agreed to purchase the stock back from the company when the investigation began.

Also introduced as evidence by Mr. Clurman was a newsletter allegedly sent to prospective stock purchasers by Mr. Hooker. The newsletter said that the tv and motion picture industries are controlled by "eastern European Jews" and there is "no program outlet" for those who are "our kind" of people. It asked those interested, to join in building "a truly American film network." In a telephone interview with B•T, Mr. Hooker said the affidavit was in many instances "erroneous, full of distortions and omissions." He claimed he had not indulged in "any fraudulent practices" as was indicated in the affidavit.

As part of a point-by-point rebuttal provided to B•T, Mr. Hooker said he never had claimed that he had raised $300,000 as working capital. He said he had always placed the amount of money in hand at $50,000. He added he had mentioned in literature to prospective stockholders that he had obtained about $500,000 in pledges toward operating capital, but never said he had this money in hand.

As to the references by the attorney general's office to unauthorized use of well-known names, including Gen. MacArthur's, Mr. Hooker said

TED CHAPEAU

For 7 lush years **WJHP** basked in the power of a guy named **Chapeau** to win clients and influence listeners. Then came 8 lean years while a competitor grew rich and fat with him.

But tides ebb and flow and dawn follows the night. We've finally lured Jacksonville's **"Mr. Radio"** back home and we're crowing. Who wouldn't be proud to have the personality who's dominated the market for more than **15** years despite the best of all comers . . . the man who's almost as much a part of Jacksonville as the Main Street Bridge?

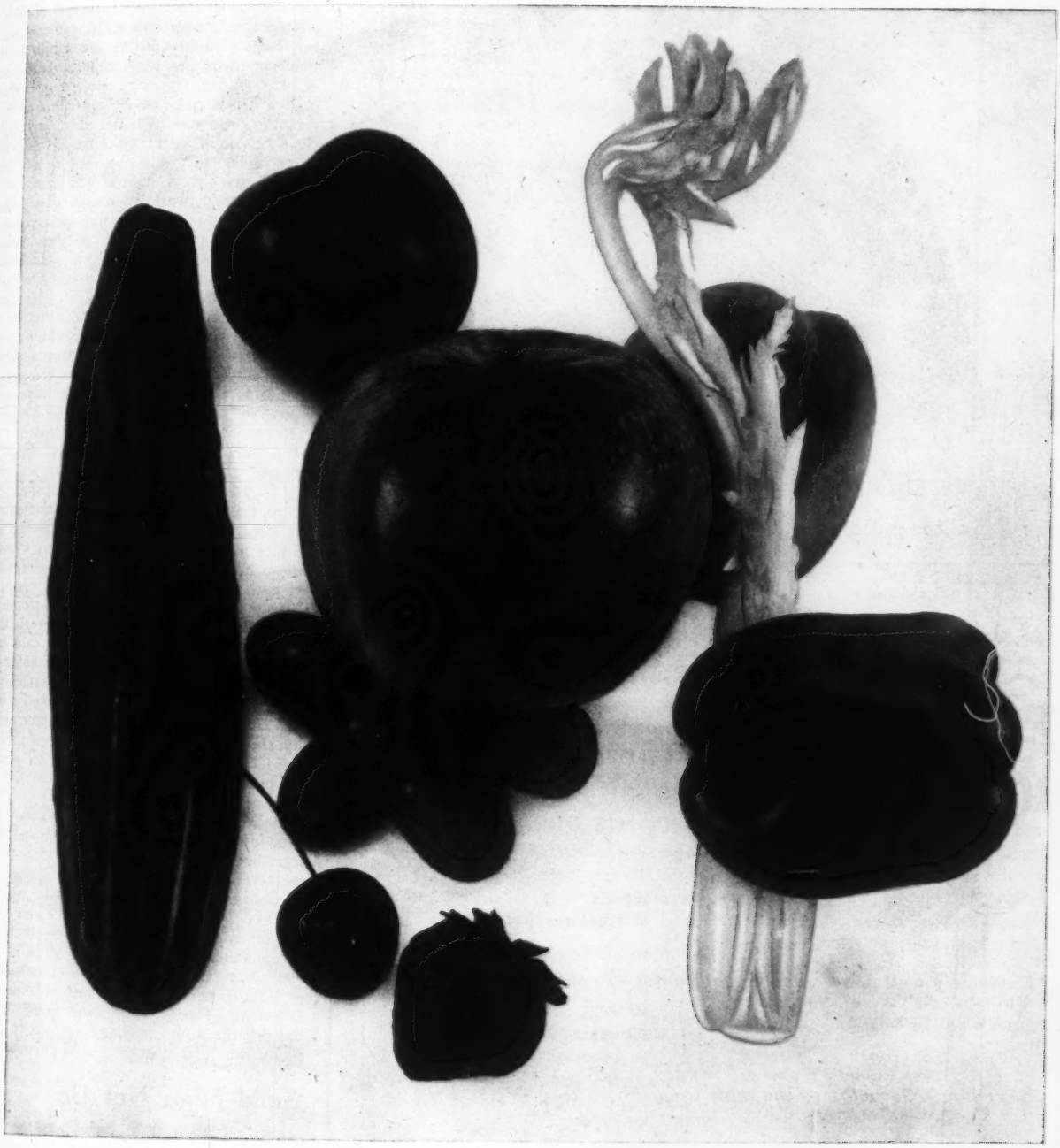
The best way to reach Jacksonville when people are getting up, going to work and coming home is with the **Chapeau morning show** 6 to 9 AM and his **"Ole Lazybones"** 4 to 6 in the afternoon. Both shows are the favorites of the people who buy more of the goods advertised on radio—**and that's important.**

WJHP AM FM RADIO

radio services of the Jacksonville Journal

ESSO RESEARCH works wonders with oil

An oil discovery that helps you eat better!



About three billion dollars' worth of farm crops are destroyed each year by fungus growths. But now helping to solve this problem is an Esso Research discovery . . . a brilliant new chemical made from oil . . . hailed as one of the most versatile and effective fungicides in existence. This is one of the many ways in which Esso Research works wonders with oil! **ESSO RESEARCH**

ESSO

SINCE 1945 . . . MIAMI'S
POPULATION HAS INCREASED 102%
(Miami Metropolitan area now 712,700)
EFFECTIVE BUYING INCOME 121%
TOTAL RETAIL SALES 202%
FOOD SALES 197%
FURNITURE—HOUSEHOLD—RADIO SALES 351%
DRUG SALES 123%
SM Estimates
CALL HOLLINGBERY!

WIOD
MIAMI, FLORIDA
Established January 18, 1926

5000 Watts-610 KC-NBC Affiliate
James M. LeGate—Mgr.

WE'RE CROWING AGAIN!

Over the wonderful things SESAC subscribers are saying about—

SKITCH HENDERSON
AND HIS ORCHESTRA

"Very fine!"
KXEL
Waterloo, Iowa

"Extremely well done. You've got yourselves another winner!"
WRCS
Ahoskie, N. C.

"Excellent. Get more of the same for us!"
WJAY
Mullins, S. C.

"A high plane of musical entertainment. Betty Cox is extra fine and a voice we should hear more of."
KFAB
Omaha, Nebr.

SESAC 475 Fifth Avenue New York 17

that in brochures to potential buyers, he outlined the type of programming he planned to produce. It was in this frame of reference, he said, that he mentioned he planned a filmed news program in which he would invite prominent Americans to appear, and as examples he cited the names of Gen. MacArthur, Mr. Day and Miss Kellems, among others. Similarly, he said, he described other filmed shows under consideration by his companies, and in this same context mentioned that he planned to make use of actors of the type of Sterling Hayden and Akim Tamiroff, among others. Mr. Hooker said he felt he was within his right to use these names without authorization since he was utilizing them to indicate the general type of person to be associated with a particular program. He said he believed he had made it clear that no other inference could be drawn.

He replied to the charge that he had falsely claimed that five tv stations had agreed to join his proposed network by saying he had spoken to individuals at all these stations and was led to understand that he could "go ahead" once he had his network established. Mr. Hooker declined to name the station officials he had approached. Mr. Hooker said his plans are to form a tv film production and distribution company that would provide programming to stations across the country to form a so-called "Christian television network." His objective, he said, is "to get a little Christian influence into television."

He contended that the three existent tv networks are under "Jewish domination" but hastened to say "there is nothing wrong with that." He added, however, that since "95% of the people in the U. S. are members of the Christian faith, and only 5% are Jews, it would be nice to have one network run by Christians, although we would have some Jews working for us."

He attributed the action by the attorney general's office to pressure from the Anti-Defamation League of B'nai B'rith. He said he had published an article in the *Nationalist Party Bulletin*, of which he is editor, attacking the ADL. New York newspapers quoted a spokesman from the attorney general's office as saying that the case "is and always has been a securities fraud claim. We are interested in protecting the public. Mr. Hooker's political life is not at issue here."

Mr. Hooker told B•T that he was a construction business executive, a model and an actor before he entered the tv field in 1948 as a partner of Broadway producer George Abbott in George Abbott Television Inc., which supplied tv program ideas. In 1949 and 1950, he said, he operated his own package program firm, and in October 1950 he joined MCA as a talent and programming executive with "a base salary of $20,000 per year." He left MCA in August 1951, Mr. Hooker said, and since that time has organized and operated various tv program production and distribution companies.

Guild Films Net Up

GUILD FILMS CO., New York, announced last week that net income for the nine months ended Aug. 31, amounted to $283,101. Reub Kaufman, Guild president, said billings and sales for the period were "substantially greater than for all 12 months of the preceding fiscal year," and reported "this favorable trend has continued into the present quarter."

Gross income for the nine-month period was listed at $5,056,986. The current balance shows, according to Mr. Kaufman, that current assets of Guild Films amount to $3,685,458; current liabilities, $1,938,806, and working capital, $1,746,679.

FILM SALES

NBC Film Division reports that 12 of its programs are on the air in N. Y. market. Latest sales include renewal of *Hopalong Cassidy* on WABC-TV New York and sales of *Inner Sanctum* and *Captured* to WPIX (TV) New York.

FILM PRODUCTION

NBC-TV series *Medic* (Mon., 9-9:30 p.m. EST), is scheduled to go before motion picture cameras next April. Contract between Allied Artists Production Inc. and Medic Productions calls for film script by creator-writer James E. Moser. Director for film has not been named.

Graphic Pictures Inc., Chicago, awarded 40-show contract by WBBM-TV Chicago for film integrations on station show, *This Is the Midwest.* Robert H. Estes, Graphic president, will direct films which will run 7-15 minutes.

UPA Pictures Inc., Burbank, Calif., is filming 13½-minute cartoon for American Cancer Society. Film, to be printed black-and-white and color, will combine animated cartoons and live action, with national tv and theatre release set for early next year.

Roland Reed-Gross-Krasne, California production firm, is shooting six two-minute commercials for Lima Bean Advisory Board of California. Frank Bibas is executive producer-director. Agency is J. Walter Thompson.

Parsonnet & Wheeler Inc., N. Y., produced 35mm Eastman-color industrial film for Pepsi-Cola Co. for firm's convention in Miami Nov. 11. P&W also announces purchase of its first full length motion picture property, "A Lion Is Loose," written by the late Ivan Lebedeff. Shooting is set for January.

Guild Films Co., N. Y., has completed production on four one-minute commercials for "Toonavision," described as a children's tv game.

FILM PEOPLE

Barney Briskin, general production manager of Todd-AO's "Oklahoma," named by David O. Selznick to identical position with Selznick Co. Inc., which recently signed financing-distribution contract with RKO Radio Pictures Inc. Selznick firm will headquarter at RKO plant in Culver City, Calif., which will be renamed Selznick Studio.

Murry King to Interstate Television Corp., N. Y., as sales representative.

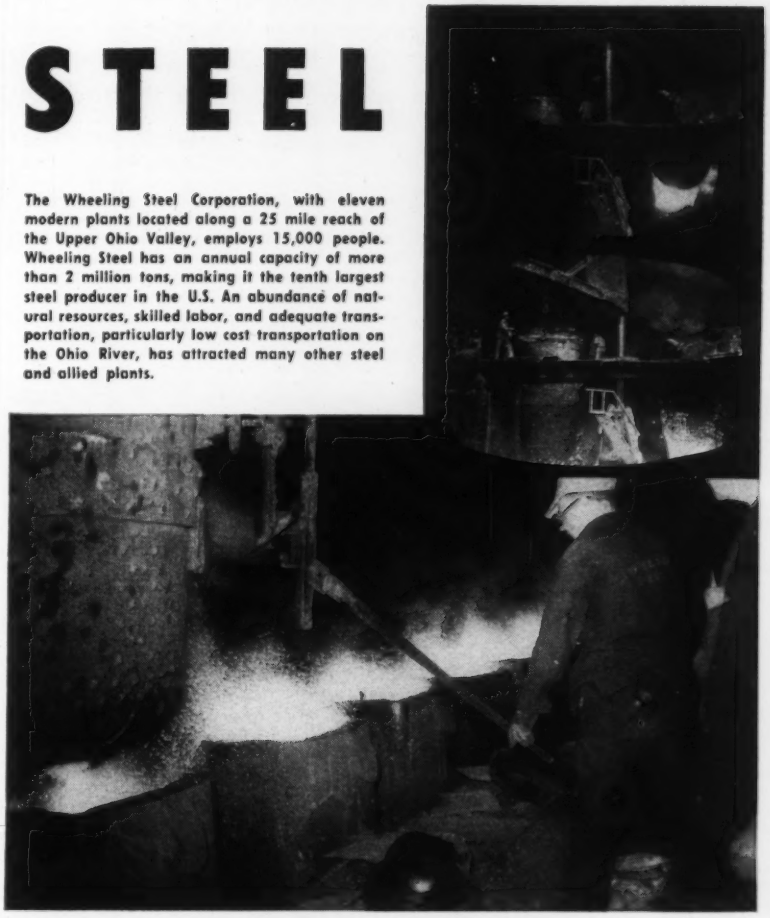
Mickey Schwarz, president of ATV Film Productions Inc. (tv commercial producers), Long Island City, N. Y., elected member of Motion Picture Pioneers, signalling his 25th year in film industry.

George E. Yonan, formerly producer-salesman at Filmack Studio to Chicago Film studios in similar capacity.

Sam Blake, Studio Films Inc., New York, named radio-tv public relations director for 1956 campaign of company's motion picture, "The Evil Forest." Radio-tv will be among media in campaigns for film in Europe, Israel, and Australia.

Paul Terry, producer of CBS-TV *Barker Bill's Cartoon Show,* creator of "Mighty Mouse" and Terrytoons, was honored recently by New Rochelle, N. Y., on 25th anniversary of his studios there. City was renamed "Terrytown" for the day and tribute was paid by Mayor Stanley Church.

STEEL



The Wheeling Steel Corporation, with eleven modern plants located along a 25 mile reach of the Upper Ohio Valley, employs 15,000 people. Wheeling Steel has an annual capacity of more than 2 million tons, making it the tenth largest steel producer in the U.S. An abundance of natural resources, skilled labor, and adequate transportation, particularly low cost transportation on the Ohio River, has attracted many other steel and allied plants.

The steel industry, combined with glass and pottery making, chemicals, tobacco, and other diverse industries, forms the backbone of the healthy and solid industrial economy of the Upper Ohio Valley, aptly called "The Ruhr Valley of America."

This great Wheeling-Steubenville market is a rapidly expanding area consisting of 416,210 families, 1,409,300 people; the combined spendable income is $1,973,985,000, an average of $4,742. Big industry means employed skilled workers, which results in good, substantial incomes and a rich, thriving market.

The dominant advertising medium to reach this fertile market is unquestionably WTRF-TV, Wheeling!

WTRF-TV has proved that power plus good programming and intelligent promotion mean high ratings and successful advertisers. By every accepted standard of audience measurement, WTRF-TV has proved to be the BIG station in a BIG market. With 316,000 watts, great network shows via NBC and ABC, plus imaginative local programs, and unusually active promotion that has netted FOUR important FIRST PRIZES in nationwide competition, WTRF-TV has amassed the lion's share of the audience in the Upper Ohio Valley.

The Wheeling-Steubenville market is NOT a fringe area of any other market, nor can it be covered as well by any other TV station than WTRF-TV. Make sure the growing importance of "America's rich Ruhr Valley" and the powerful advertising strength of WTRF-TV go hand-in-hand to make *your* advertising campaign a success.

Interested in WTRF-TV's merchandising plan? Ask for details.

WTRF-TV

NBC Primary

For availabilities, call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.

Equipped for network color

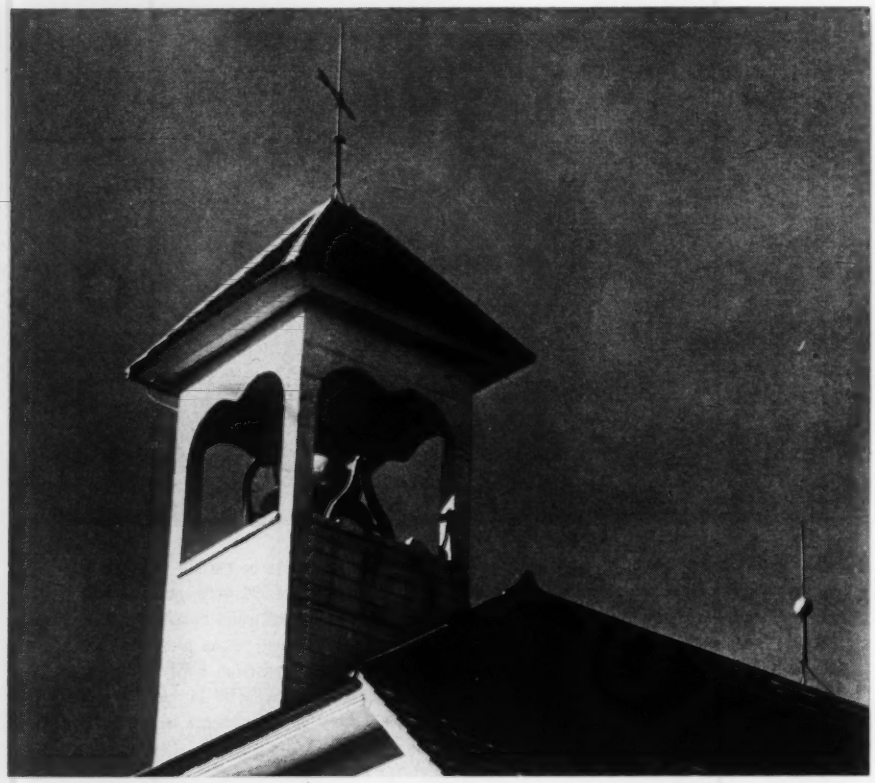
WHEELING, WEST VIRGINIA

TV BILLINGS UP $6.5 MILLION IN TVB'S FIRST 10 MONTHS—TREYZ

Organization's first annual convention in Chicago hears report on various promotional projects and their results. Four priority targets: cigarettes, detergents, automotive and allied fields and dogs and cats.

TELEVISION Bureau of Advertising counts as a major contribution of its first 10 months of operation its "key role" in the development of $6.488 million in new television appropriations, TvB President Oliver Treyz told the organization's first annual membership convention last Friday in Chicago.

Coincident with Mr. Treyz' report on TvB's activities from its launching the first of this year through Oct. 1, it was announced that H. Preston Peters, of the Free & Peters station representation firm, had been elected to a two-year term on the TvB board, effective Jan. 1 (also see AT DEADLINE, page 7). Mr. Peters succeeds George Brett, formerly of The Katz Agency, who retired from the station representation firm some months ago but agreed to serve out the year with TvB.



A TIME TO GIVE THANKS

Again it is Thanksgiving and we are humbly grateful. Mother Nature has singled out Kansas as an island of plenty. This has been a wonderful year for our farm friends and neighbors. Latest figures show their income to be fifty-two percent above the national average. Everywhere there is a feeling of abundance, of better living, of great planning.

We at WIBW are acutely conscious of our obligation to these farm families and to our advertisers. To both, we pledge a continuation of the same forward looking service and entertainment that for so many years have kept us in the enviable position of being the first listening choice of these First Families of Agriculture.

Ben Lindy

Gen. Mgr. WIBW, WIBW-TV, KCKN

In his report Mr. Treyz noted that the total productivity of the bureau cannot be measured in dollars alone and added that it is not possible to trace all the results stemming from "the manifold activities of the first year's efforts."

As part of a progress report on this first period of operation, Mr. Treyz described TvB's research program as one aimed at accumulating information tending to validate the strength of television. The four major research projects, he said, have involved cigarettes, detergents, automotive and allied fields and dogs and cats.

TvB's research department, according to Mr. Treyz, is "shedding new light on the fast-changing cigarette market and its relationship to television." He observed that these findings have been presented to Philip Morris, an advertiser which became a primary TvB sales target on the announcement of its cancellation of television programs. Mr. Treyz reported that after having worked with TvB, Philip Morris, in May 1955 and again in October

MR. TREYZ MR. PETERS

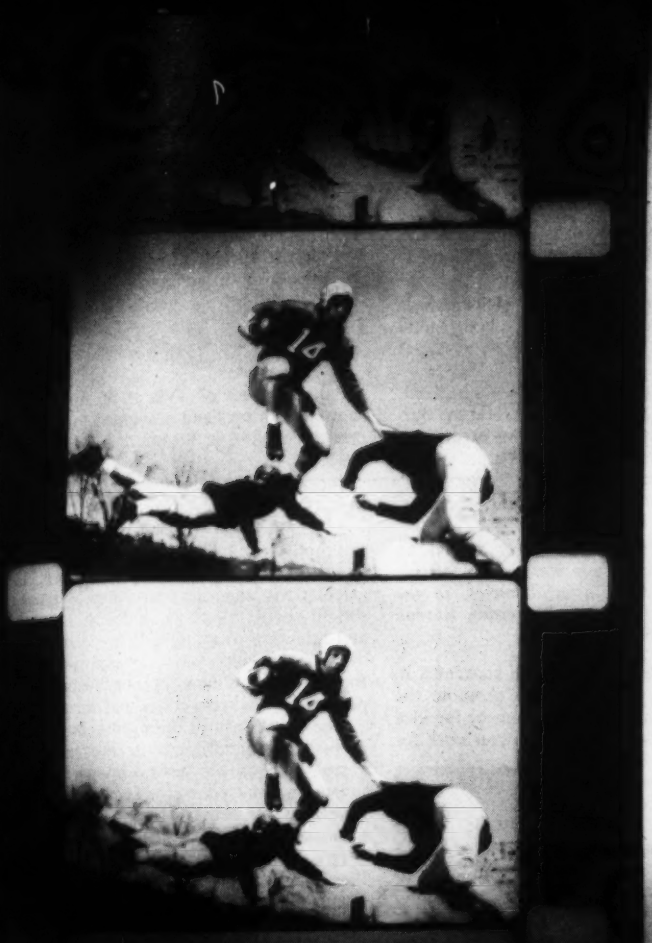
1955, asked TvB to announce to its members that the company had allocated "a television appropriation of major dimensions."

TvB is currently acquainting major cigarette advertisers with "certain key, hitherto unknown facts," according to Mr. Treyz. He added:

"The heavy half of cigarette-smoking homes lights up about three times as many cigarettes as the light-smoking half. This information, provided by an audit of the national sample of Nielsen homes (in which there is a continuing record of television viewing) has been directly related to television viewing. In this way, TvB is able to reveal to the interested advertisers the kinds of television which most effectively cover the heavy-smoking half, the 'cream' customers. This is a specific example of how TvB sells to advertisers the productive use of the television medium."

TvB also has completed special studies in the gasoline, oil and tire fields, under which arrangements were made for periodic readings of speedometers of the automobiles in the same homes in which there is a continuing record of tv viewing. The studies show, Mr. Treyz reported, that the heavy-driving half of the American homes drives 16,000 miles a year, the light-driving half, 6,000 miles a year. Some significant findings uncovered by these studies, according to Mr. Treyz, are: television viewing runs "considerably heavier" in the heavy-driving homes, and certain kinds of television—for example, the relatively available 11 p.m.-midnight hours—provide "much higher circulation" in the heavy-driving half. Mr. Treyz observed that selling, in the light of these factors, will provide "prestige for both TvB and our industry, and, which is more important, sales results."

Mr. Treyz touched briefly on its already-publicized study involving detergents, which endeavored to determine the number and kind of homes which have converted to washing ma-



. . . as the shadows lengthened across the field, State threw into high the drive that's destined to linger long in football memory . . .

SHOOT LATER . . . SHOW EARLIER

with Eastman Tri-X Reversal Safety Film, Type 5278 (16mm only).

Here is a new motion picture film material of great value to the newsreel services. Twice as fast as Super-XX Reversal Film, it can be processed interchangeably with Plus-X Reversal Film; also it can be processed at higher temperatures than either Super-XX or Plus-X.

Result: Faster—and better—news coverage under minimum conditions—with or without supplementary lighting.

Graininess and sharpness characteristics, furthermore, are equal to or better than those of Super-XX.

For further information address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

or **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

chines and are prospects for the new "controlled suds" detergents. It pointed up the value of daytime television, with its "superior and repetitive coverage." In addition to its project on dogs and cats (see story, page 86), Mr. Treyz reported that TvB soon will embark on a study of the life insurance field.

During the first 10 months of 1955, Mr. Treyz estimated, TvB executives and sales personnel made more than 200 sales calls on advertisers and their agencies. Presentations were made in many major advertising centers and particularly significant, according to Mr. Treyz, were a number of calls on major advertisers on the West Coast, who "historically have put most of their advertising dollars into print."

Among the 40 mailings that TvB sent to members during the past 10 months have been presentations on "The Three How's of Television" and "The Pinpoint Concept of Television" series; promotional brochures for station imprint; selling aids such as retail reports on the Polk Bros. (Chicago) and General Department Stores' use of tv; 79 co-op information cards, and newsletters, reprints and various sales letters.

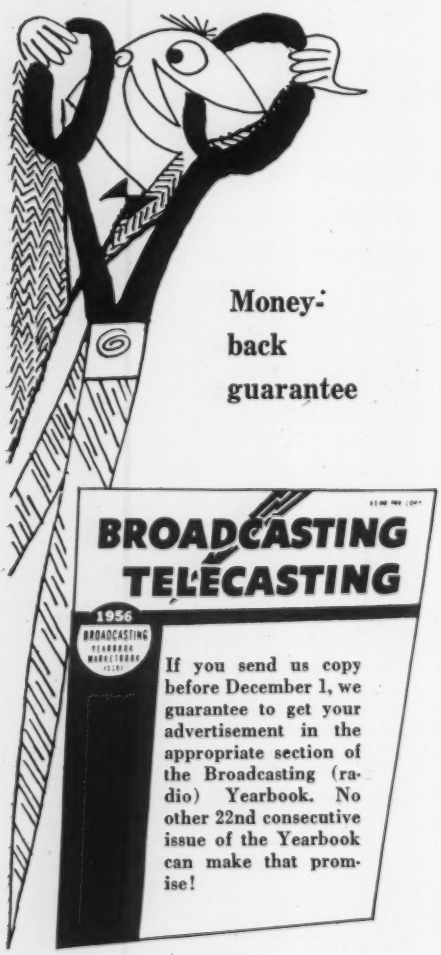
Though pleased with the efforts of this first period of activity, Mr. Treyz reminded that TvB's productivity is still "far short of the ANPA's Bureau of Advertising." He cited this latter group's 1955 annual report, which said that in 1954 the bureau was manned by 119 employes in five cities and made 4,000 sales calls.

He took cognizance that there is a well-entrenched "print hold" on local advertising, and said that in the near future, TvB plans to set up a separate local sales department. Only in this way, he said, can TvB be "fully competitive to the dynamic ANPA's Bureau of Advertising as part of the industrywide efforts to chisel and blast the hard rock of print prejudice which supports the more than $2 billion of local newspaper revenues—about 11 times that of local television billings."

In contrast to the Bureau of Advertising's large staff, Mr. Treyz reported, TvB's total staff stands at 20. Other key executives are Norman Cash, head of station relations; Gordon Hellmann, head of promotion; Dr. Leon Arons, director of research; Halsey Barrett and Ray Nelson, senior account executives.

Mr. Treyz commented that the basic staff is scheduled for expansion "in geometric proportion to TvB's membership growth." Current roster lists 174 members among stations, networks and station representatives. TvB's potential membership of 437 commercial stations now on the air, Mr. Treyz said, would provide the bureau with an operating fund of more than $1 million per year. He noted that this figure would be "little more" than one-half of the current budget of ANPA's Bureau of Advertising.

Balance sheet of TvB as of Aug. 31, 1955 showed cash on hand amounted to $10,857 and dues receivable to $4,442.


Money-back guarantee
BROADCASTING TELECASTING
1956
BROADCASTING YEARBOOK MARKETBOOK
If you send us copy before December 1, we guarantee to get your advertisement in the appropriate section of the Broadcasting (radio) Yearbook. No other 22nd consecutive issue of the Yearbook can make that promise!

THE $64 BILLION QUESTION

HERE is condensed text of a speech by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, to the First Annual Meeting of Television Bureau of Advertising last Friday:

IT IS evident, and I know you recognize it, that one of the best ways to promote the idea of using television is to promote the idea of advertising itself—that when you work for a bigger slice of the pie, you also work for a bigger and bigger pie in which all may share.

MR. GAMBLE

There has never been a time when there has been so much to be gained from joint efforts for the development of advertising. The challenge, as we see it, has been stated by President Eisenhower himself when he said, "If we as a people act wisely, our national output can rise within a decade from its present level of about $360 billion to $500 billion."

In just ten years, in other words, the average income of American families can increase to $7,000 per year, and all Americans have the prospect of living one third better than at present, with new horizons for every person and every business.

But human wants, are not automatically translated into action. As people go up the income ladder, they do not necessarily eat better, dress better or live in better surroundings. Modern creative marketing informs, educates and stimulates people to achieve the comforts, conveniences and advantages that will give them the better living they can have and can afford.

What part will you play, as television broadcasters, in this new era of creative marketing? Will you rise to the challenge of "the $64 *Billion* Question?"

$64 billion in national advertising is approximately what will be needed, over the next ten years, to move us up to a $500 billion economy.

If agencies and broadcasters are to work together creatively in this new era of creative marketing, there are also some matters that need and can properly and legally receive our joint attention. Some are operational.

There is, for instance, the project for a standard form of television rate card. There is also the idea for a standard form of television invoice. Anything which can be done to simplify our business relationships—to cut down on unproductive paper work, and calculations and the correcting of errors—should enable all of us to devote more time and attention to doing a better creative job.

There are also some long-range projects for the improvement of our businesses—in personnel, research, ethics and relations.

The population of the agency business has more than quadrupled in the last fifteen years. The growth has been even greater in television, of course. These illustrations dramatize, it seems to me, how much your business and ours depend on high caliber people and how much we need to attract them.

Our second area of improvement is the area of research—the facts we use to help advertising succeed. Advertising and marketing lag far behind production in research activities.

You know, for example, the urgent need for new and accepted research on television coverage. There is also the need for a better understanding of consumer motivation.

This leads me to our third area of improvement—improvement of advertising content. Here is an area of special joint concern, for the advertising content of television has been under criticism in [government] hearings and, of course, in the arguments for toll television.

You have recognized your responsibilities to the public in the NARTB Television Code, and you deserve congratulations.

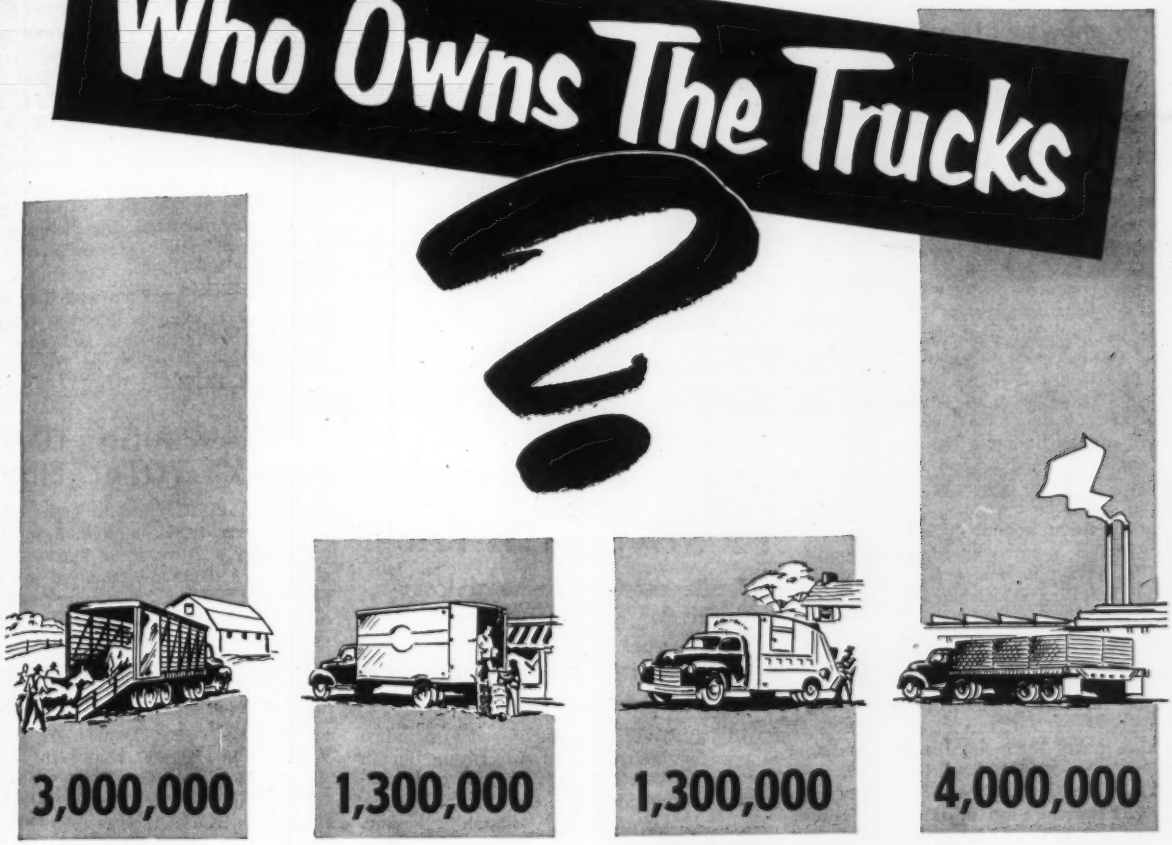
We also have recognized them in our Four-A statement, "Recommended Practices for Advertising Agency People in their Relations with Broadcasters," in which we say to agency people: "The public's interest should be as much a concern of the advertising agency as it is of the broadcaster, not only because it is one of the service opportunities for which broadcasters are licensed but also because it is the key to audience loyalty."

As these attitudes extend into all quarters of the industry, there will be fewer and fewer "pitch men" commercials, or programs of doubtful taste, or multi-spotting of commercials—three, four or five in a row.

It is appropriate to end this talk on the subject of the public, for that is also our fourth area of improvement—the need for better public understanding of the place of advertising in our economy.

I believe the $64 billion question will be answered. I believe that President Eisenhower's $500 billion economy will become a reality. I hope we will be able to look back to this meeting and say that the First Annual Meeting of TvB helped us toward that great goal.

Who Owns The Trucks ?!



FARM **FOR HIRE** **PUBLIC SERVICE** **MISC. BUSINESS**

No discussion of transportation should ignore the question: "Who owns and operates the nation's trucks?"

Well, some 3,000,000 are owned by farmers. Only 1,300,000 are "for-hire" trucks, operated by professional haulers. Around 1,300,000 are publicly owned—by police and fire departments, municipal santitation divisions, the U. S. mail service, and the like. The rest—approximately 4,000,000—are owned by businesses of all kinds: manufacturing, retail, service organizations, etc.

Trucks are involved so deeply in your job, your comfort and convenience, and your security that any tampering with America's unmatched transportation system is a direct threat to you—to everybody!

AMERICAN TRUCKING INDUSTRY

ATA

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

THERE'S LOTS OF PET FOOD SOLD TO TV SET OWNERS

Tv Bureau of Advertising study, for benefit of pet food people, shows that people who like tv also like pets.

A STUDY of the correlation between dogs and cats and television, conducted by Television Bureau of Advertising and disclosed last week by TvB President Oliver Treyz (also see story on TvB annual meeting, page 82), has turned up some quantitative support for a theory, which, if advanced qualitatively, TvB would be the first to refute: that television has gone to the dogs.

This study, conducted in utter seriousness by TvB to show manufacturers in the multi-million-dollar pet food field what they're missing if they don't use television to sell their products, revealed that almost twice as many television homes have dogs as have cats, while more non-tv homes have cats than have dogs. The survey also turned up these findings: 55% of all homes, both tv and non-tv, have (and feed) one or more pets; 37% of all homes have a dog, and 24% of all homes have a cat.

Among television homes, 40% have a dog and 22% have a cat while among non-tv homes, 30% have a dog and 31% have a cat—presumably reflecting a "cat bias" among older people and small families, who represent a substantial portion of non-tv homes, and a "dog bias" among larger households who not only have several children but also dogs for them to play with and a television set for them to watch.

TvB also makes the point that the finding of dog dominance does not belittle the importance of television in "cat homes" (24% of all homes). The penetration of television being what it is, they point out, most homes which have cats also have tv.

Mr. Treyz noted that although this research study has an offbeat appearance, the subject is no joking matter to such major companies as General Foods, General Mills, Quaker Oats, Armour, Swift, and Wilson, all of which operate large pet food divisions and to whom TvB already is beginning to make its presentation.

NTFC Tv Film Forum To Be Held Thursday

FALL TV FORUM of the National Television Film Council will be held Thursday at the Hotel Del Monico in New York, with meetings from 10 a.m. through 5:30 p.m. Presiding officer is John J. Schneider, Biow, Beirn & Toigo, New York, and president of NTFC.

The morning session will discuss program film production, with Ralph Cohn, vice president and general manager of Screen Gems Inc., as moderator, and Henry Salomon, NBC-TV producer, and an as yet unnamed representative of Revue Production, as speakers.

Starting at 11 a.m., Arche A. Mayers, president of Standard Tv Corp., will serve as moderator for a series of panel talks on program film distribution. Participants will include Dwight Martin, vice president of General Teleradio Corp.; John Mitchell, vice president of Screen Gems; Millford Fenster, WOR-TV New York film buyer, and Dave Savage, assistant to the president, Guild Films Co.

The principal luncheon speaker will be Dr. Alfred N. Goldsmith, board chairman of NTFC, who will outline "The Future of Tv Films." Another speaker at the luncheon will be Melvin Gold, president of Mel Gold Productions, on "NTFC—Its Aim and Purpose."

From 2:30-3:30 p.m., the forum will consider the advertising agency function in tv film production. Albert D. Hecht of Bill Sturm Studios, New York, will be moderator and panel speakers will be John Freese, Young & Rubicam; Alexander Griffin, Al Paul Lefton Co.; Frank Brandt, Ogilvy, Benson & Mather, and Harry Bressler, McCann-Erickson.

A session from 3:30-4:30 p.m. will be devoted to commercial film production for tv with Marshall Rothen of Kenyon & Eckhardt as moderator. Speakers will include Walter Lowendahl, president of the Film Producers Assn. of New York; Howard Magwood, free lance film director; Orestes Calpini, Bill Sturm Studios; Paul Kaufman, Tri-Art Labs., and Sam Levy, Eastern Effects. Dr. Goldsmith will serve as host for a discussion on special and technical services from 4:30-5:30 p.m. The panel will consist of Donald H. McCollum, Schwerin Research Corp.; Stan Parlan, NBC-TV color unit, and Jack Bacham, DuMont Electronicam. From 9:15-9:45 a.m. a breakfast and get-together will be held.

SWEENEY AGREES TO STAY WITH RAB

Trade association head to remain for at least five more years and has option to be consultant for three years after end of presidency.

KEVIN B. SWEENEY has signed to continue as president of the Radio Advertising Bureau for five years with options to serve as a consultant for an additional three years.

MR. SWEENEY

Joseph E. Baudino of Westinghouse Broadcasting Co., chairman of the RAB board, announced the signing Friday after negotiations were completed the day before.

Mr. Sweeney notified key RAB officials several months ago that he wished to be relieved of the presidency after his initial two-year term expires Dec. 30. Subsequent discussions, however, led to the offer of a five-year contract a few weeks ago [CLOSED CIRCUIT, Oct. 17]. Further talks culminated in agreement on terms last Thursday afternoon.

Although financial terms were not disclosed it was understood the contract calls for a salary which, although higher than that which Mr. Sweeney received during his first year as president and potentially higher than his second-year pay, nevertheless is somewhat less than was offered earlier by the RAB negotiators.

Under the new contract Mr. Sweeney will continue as president of RAB until at least December 1960, Mr. Baudino said. The options for his service as a consultant cover the three-year period through 1963.

Mr. Baudino announced the Sweeney signing on behalf of Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the RAB executive committee, and John S. Hayes, WTOP Washington, finance committee chairman, who had been designated by the board to negotiate with Mr. Sweeney.

Mr. Baudino said, "We are delighted to report that Kevin Sweeney will continue at the helm of RAB for at least another five years. He has done a great job of building RAB into a potent force to assure radio its rightful share of the advertising dollar. With the knowledge that he will be with RAB another five years, we are looking forward to a rapid expansion of the organization's influence and a rapid increase in the amount of money spent in radio."

Mr. Sweeney termed his RAB post "the best and the most challenging job in radio" and said "I am happy to be continuing in it." RAB, he said, "has played an increasingly important role in the current prosperity of radio. With an excellent organization, expanded facilities, and growing income we hope to make RAB the spearhead of radio's growth in the next few years."

Mr. Sweeney has been with RAB since November 1951, when he joined as vice president in charge of promotion and sales. He was named president to succeed William B. Ryan in January 1954.

RAB CAMPAIGNS TO BOOST RADIO'S TOTAL BILLINGS

AS PART of its effort to push radio's retail volume over the $400 million annual billing mark, Radio Advertising Bureau is mapping plans for a national-level drive on eight categories of advertisers, an enlarged sales development operation and a campaign to garner money spent in other media.

RAB's plans were outlined to members of the bureau's plans committee at an all-day meeting in New York Nov. 3. Committee members in attendance were Donald W. Thornburgh, WCAU Philadelphia, chairman; Don Coyle, ABC; Frank Fogarty, WOW Omaha; Robert Hitchens, NBC; Alex Keese, WFAA Dallas; Ed Codel, Katz Agency; Winslow Leighton, WSNY Schenectady; Don Searle, Town & Farm Inc. (KIOA Des Moines, Iowa, KMMJ Grand Island, Neb., and KXXX Colby, Kan.); Ben Strouse, WWDC Washington; Sherril Taylor, CBS; Owen F. Uridge, WQAM Miami, and F. C. Sowell, WLAC Nashville.

The main targets for the RAB drive will be retailers in the department store, furniture, automobile, grocery, women's apparel, drug, financial and amusement businesses. The campaign will include package mailing, tape recording, station and RAB direct mail, sales committee efforts, trade paper advertising, new slide presentations and thousand of station salesmen calls.

Simultaneously with this effort, RAB will work at the national level to increase radio's share of advertising by making presentations to major appliance, tobacco, watch and jewelry, drug product and detergent companies. RAB reported it has new comprehensive slide presentations for these groups. It plans to make these available to station, network and representative members as a means of emphasizing the advantages of radio over its three principal media competitors.

J. Norman Nelson Resigns Post With Radio Adv. Bureau

J. NORMAN NELSON, director of national promotion, Radio Advertising Bureau, has resigned to enter an unspecified private business in Southern California, RAB announced last week. RAB has not named a successor.

Mr. Nelson, formerly managing director of the Southern California Broadcasters Assn., has been associated with RAB since March 1954.

PERENNIAL HURDLES FACE INDUSTRY, BROADCASTERS TOLD AT DES MOINES

NARTB's next-to-last fall regional conference gets advice on toll tv, the tv code, political broadcasting, what's with uhf and tv allocations and the recent Daylight Saving Time wrangle.

RADIO-TV broadcasters must face continuing challenges and conflicts in many industry fields, they were told last week at the regional conference in Des Moines.

Turnout for the seventh of eight regional meetings, held Monday-Wednesday, exceeded 200, as NARTB staff members and industry leaders canvassed such controversial topics as toll tv, the tv code, political broadcasting, status of uhf and overall tv allocation, and Daylight Saving Time.

Regional sessions (Iowa, Minnesota, Missouri, Nebraska, North Dakota, and eastern South Dakota) were held at the Fort Des Moines Hotel with E. K. Hartenbower, KCMO Kansas City, vice chairman of the NARTB Radio Board and District 10 director, as conference host.

The midwest broadcasters welcomed back to the regional circuit NARTB President Harold E. Fellows, who addressed the Tuesday luncheon on political broadcasts (see story, page 90).

Highlights of the Des Moines sessions:

• FCC Comr. Rosel Hyde reiterated his position that development of a full nationwide television service is possible only with uhf (story, page 28).

• W. D. (Dub) Rogers Jr., president of KDUB-TV Lubbock, Tex., member of NARTB's TV Board, scored pay-as-you-see tv as the "eternal grab" and asserted that "coexistence" with free television is not possible. He urged broadcasters to maintain the courage of their convictions (story, page 90).

• Henry Clay, vice president and general manager of KWKH Shreveport and chairman of the NARTB Radio Board, lashed at the FCC for continuing to grant an "avalanche" of am station licenses against "the public interest" and in the face of declining radio station income (story, page 90).

• William B. Quarton, general manager of WMT-TV Cedar Rapids, Iowa, offered a suggestion for resolving the Daylight Saving Time hassle through intra-industry efforts by networks and their affiliates.

Delegates supported membership movements for legislation placing time zones in the same relation as under Standard Time and favored changing the organization's name back to the National Assn. of Broadcasters.

They adopted resolutions calling for vigorous support of the Crusade for Freedom, including Radio Free Europe and the Free Europe Press Balloon operation; recommended that Radio Advertising Bureau participate in next year's meetings, as Television Bureau of Advertising did this year, and favored the NARTB regional conference plan instead of district meetings.

FCC Comr. Hyde was thanked for his attendance at Region 5 meetings and for the banquet address; NARTB President Fellows and his staff were lauded with special wishes to Mr. Fellows "for continued good health"; Mr. Hartenbower and F. E. Fitzsimonds, KFYR Bismarck, N. D., were thanked for their efforts as Districts 10 and 11 directors, respectively, and the Meredith stations (KCMO-AM-TV Kansas City and WOW-AM-TV Omaha as special area hosts) for their reception Monday evening.

Resolutions were submitted by W. W. (Woody) Woods, WHO-AM-TV Des Moines, of the Region 5 resolutions committee.

The challenge posed by the NARTB Tv Code was explored by Owen L. Saddler, executive vice president and general manager of KMTV (TV) Omaha; Edward H. Bronson, director of NARTB Tv Code affairs, and Harry Ward, continuity acceptance editor, NBC Central Div.

Mr. Saddler warned that if tv does not use properly the "the power that ancient monarchs despaired to hold," that power will be "wrested away." A big step toward "self-control," he asserted, is subscription to the code. He reported that KMTV has found the code of "inestimable value" in keeping proper alignment of national spot business and network shows. He commented, "These two phases alone are more than worth what we pay in subscription fees each month." He added that his station supplemented the national standards with its own code (detailed in a booklet called "Focus" as a sales promotional tool) covering local situations. Advertising agency executives are invited to weekly KMTV staff meetings on code problems, he reported.

Mr. Ward reviewed problems encountered at NBC Central Div. and the need for particular care on children's programs, costumes and

Sales Get Fatter by the Platter

when you're BOBBIN' with ROBIN

AMERICA'S NO. 3 DISC JOCK SHOW

You don't have to tell the Detroit-Wayne County billion dollar market who is America's No. 3 disc jockey and who rates No. 1 in this area. They know it's Bobbin' with Robin! They give him the biggest tune-in! And, the more platters he plays the more the advertising pays! The man sells like mad!

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH....Dearborn-Detroit
WKMF.....Flint, Michigan
WKHM..Jackson, Michigan
WSAM.Saginaw, Michigan

Represented by HEADLEY-REED

Morning, Noon, Night . . . 7 Days A Week it's

WKMH

DEARBORN, MICHIGAN

Fred A. Knorr, President
John Carroll, Managing Director

KNORR Broadcasting Corporation

decency, over-commercialism and other problems. Examples of film clips deleted by NBC-TV as violating good taste requirements were shown.

Farm broadcasting continues to produce results for advertisers, reaching more people at less cost, and retaining the confidence and respect of farmers, John McDonald, farm director of WSM Nashville, Tenn., said Monday. He cited data to support his claim of a rich farm market, but urged radio farm directors to keep up with research men and government programs on behalf of the farmer. Among facts and figures:

(1) Some 5,776,000 homes in farm areas; (2) $170 billion in farm assets; (3) 90% electrification in those areas; (4) a farm income 250% higher than 15 years ago; (5) a standard of living that is up 54%, and (6) the big farmer consumer market for various materials and food.

Farmers have more auto radios than city dwellers, Mr. McDonald pointed out, with 99% of farm homes having one or more radio sets. By contrast, he noted, only 33% have tv receivers. His main point: Tv reaches 356 people per dollar compared to 575 by radio. Mr. McDonald named advertisers who have sponsored radio farm shows 15 years or more.

Reports from heads of state broadcaster groups were given by Walter J. Teich, KOEL Oelwein, for Iowa Broadcasters Assn.; C. L. (Chet) Thomas, KXOK St. Louis, for Missouri Broadcasters Assn.; Virgil Sharpe, KOWH Omaha, vice president of Nebraska Broadcasters Assn.; Paul C. Gussner, KGCU Mandan, North Dakota Broadcasters Assn., and R. V. Eppel, KORN Mitchell, for South Dakota Broadcasters Assn.

GREETING FCC Comr. Rosel Hyde at the Des Moines NARTB meeting are (l to r): Robert W. Dillon, KRNT Des Moines; Payson Hall, Meredith Radio & Tv Stations; Comr. Hyde; F. E. Fitzsimonds, KFYR-AM-TV Bismarck, N. D.; Ed Meredith, Meredith Publishing Co.; E. K. Hartenbower, KCMO-AM-TV Kansas City, and Robert R. Tincher, KVTV (TV)-WNAX Sioux City-Yankton.

Audience promotion panelists Monday included Mr. Thomas, Robert W. Dillon, KRNT Des Moines, and Orville F. Burda, KDIX Dickinson, N. D.

Mr. Thomas noted music-news-sports stations have prospered. He added, "The very nature of picture and sound makes certain types of features more enjoyable, but radio need not take any inferior position to tv in music, news and sports"; that KXOK has boosted its audience this year through that format.

Mr. Dillon emphasized need for development of local personalities. Mr. Burda described local news and sports coverage as the best local promotion if handled properly.

Solution to the American Bar Assn.'s Canon 35 restricting access of camera and recording equipment to courtrooms doesn't rest with NARTB or Radio-Television News Directors Assn. but with court judges themselves, said Floyd Kalber, news director of KMTV. "Some day soon judges must realize that radio and television reporters are perfectly competent" to handle news developments in courtrooms, he said.

In Omaha, Mr. Kalber reported, the district court has inserted a restrictive clause barring newsmen from halls, corridors, anterooms and the court itself even when not in session. A brief reaffirming Canon 35 also was reaffirmed by federal and district judges. Thus, newsmen with even so much as roll of film in their pockets are denied access to court buildings.

KMTV, Mr. Kalber continued, has argued the case before the Omaha Municipal Court and county and federal judges in Nebraska to no avail. He said he felt the ruling was "unnecessarily restrictive" and should be put to a test.

By contrast, Mr. Kalber observed, a district judge in Iowa actually "welcomed our cameras" in a child-slaying case so that viewers might get a better insight into delinquency problems. He cited the Florida State Supreme Court decision upholding a tv station's access to a news event and denying an invasion of privacy suit. In affirming a lower court ruling, the Florida court described tv as "the latest and most effective medium" for the dissemination of news [B•T, Oct. 31].

Mr. Quarton said Daylight Saving Time this year cost broadcasters millions of dollars, not to mention endless confusion during September-October when some states retained DST and others retained Standard Time.

Describing the muddle as "fantastically expensive" in terms of audience and money, he offered a solution which, in the absence of government (congressional) regulation, might be worked out intra-industry between networks and their affiliates. Mr Quarton suggested a "split-hour" arrangement under which eastern programs in Daylight Saving areas would be carried a half-hour later and those in Standard a half-hour earlier. He stressed this would preserve time segments and aid stations and advertisers alike at questionable viewing times.

JULY, 1955
8 THE MACFADDEN WHOLESALER
TEXANS GO THE LIMIT
SALES-MAKING BANNER
TYPICAL WINDOW DISPLAY
SOLID DISPLAY MEANS SMASH SALES
UNIVERSAL INTEREST
"UPWARD LOOK"
CRUNCH
We ain't blushin', Mac, 'cause this is just another example of E. P. in E. P.* ...but thanks for the nice words
*Effective Promotion in El Paso
E.P. in E.P. will help you sell your products in El Paso. Your Branham man can give you the full story.
FROM "THE MACFADDEN WHOLESALER" PUBLISHED BY MACFADDEN PUBLICATIONS, INC.
KROD-TV
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Affiliated with KROD — 600 kc — 5,000 watts
Represented Nationally by the Branham Co.
CBS AND ABC TELEVISION NETWORKS
Channel 4, El Paso, Texas
Dorrance D. Roderick, Pres.; Val Lawrence, V-P and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

DID YOU KNOW THAT YOU CAN MEND TORN WINDOWSHADES EASILY WITH "SCOTCH" BRAND CELLOPHANE TAPE?
MR. BUSTIT'S FIXIT CORNER
ULTS TV

Bustit has a beautiful delivery but he can't ad lib the time of day

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M Minnesota

RADIO SOFT SPOTS OUTLINED BY CLAY

Flood of new stations and rate cutting by hungry outlets have resulted in loss of confidence in medium, NARTB Radio Board chairman tells regional meeting at Des Moines.

GRANTING of radio licenses in an "avalanche" has weakened the radio industry as a whole financially and has frustrated the public interest concept, Henry Clay, KWKH Shreveport and NARTB Radio Board chairman, said last Monday at the NARTB regional meeting luncheon in Des Moines.

The resulting "mess," Mr. Clay said, confronts radio broadcasters with "a critical era."

He charged also that "faulty thinking" by advertisers and agencies had forced radio to take a backseat to television and then called on stations to re-examine both their rate cards and programming.

Backtracking over the early days of radio, Mr. Clay, chairman of NARTB's Radio Board (but speaking personally in this instance), cited rate card cuts and under-the-table deals by broadcasters to bring in more business. Loss of confidence in the medium, with the advent of television, was reflected in dealings with agency executives, he claimed, and this thinking "simmered" down to broadcasters.

Noting that "the explosion" which hit radio broadcasters has died away, Mr. Clay urged delegates to "do some positive thinking and work hard." He told broadcasters:

"Re-examine your rate card; if it is right, stick to it. If it's wrong, change it. But above all stick to it. Re-examine your programming, do some creative thinking. . . . I don't care how good a product may be, nobody will ever know about it unless you tell them. So I say, promote, promote, promote. By promotion you establish a way of thinking—a positive way of thinking." He suggested NARTB might well push the idea of a "Radio Week."

Contending that television has merely "acted as a catalytic agent" and was not a major cause in bringing on radio's crisis, Mr. Clay scored advertisers and agencies for a "way of thinking" when tv came along. Instead of creating a new tv department, they delegated tv to their respective radio departments as a "new broadcasting medium," Mr. Clay asserted.

"The radio section of these agencies became so engrossed with the new miracle of sight and sound that they completely forgot about radio, and unfortunately, we forgot to remind them," he observed. Radio management's perception was "completely distorted" by evolution of "the negative approach" and addition of tv as a "catalytic agent," producing "unrealistic conclusions," Mr. Clay asserted.

"If a station does not make a profit, it surely does not have the wherewithal to perform public interest functions," he said. "I further contend that if we have radio stations on every corner of every city in the United States, they all cannot make a profit and therefore they all cannot perform services in the public interest."

NARTB's efforts toward economical operating methods, permitting stations to reduce costs and plow back earnings into better operation, Mr. Clay intimated, have been capitalized on by "many people who went into the business on a financial shoestring" under FCC's license policy.

"And these are the characters who don't even belong to our association, who perform no public interest functions, who degrade the radio industry in the eyes of the public and the advertiser, thereby infringing on the income of respectable stations who are trying to do the job which they are supposed to do," Mr. Clay commented.

He suggested the Commission doesn't have to delve into economics "to stop these wholesale grants" but should have abided by its own rules.

"If these (engineering) standards had been redesigned we could have had a highly competitive radio industry, unblighted by economic pressure resulting from too many stations which, if it continues, will destroy the radio industry's ability to operate in the public interest," Mr. Clay stated.

He noted that from 1945 to 1954, while average station income dropped nearly 50%, that of newspapers increased threefold. This despite the fact newspaper operating costs have skyrocketed and those of stations have increased little. Tv station income averaged $981,000 in 1950 and rose to $1.5 million last year. He concluded:

"Thus . . . radio's two principal competing media have been immeasurably strengthened during this period entitled 'the avalanche of FCC grants' while the opposite is true for radio."

Back in 1945, Mr. Clay pointed out, 935 radio outlets took in $310 million for average time sales of $323,000, while five years later 2,048 am stations realized income of $454 million, with the average dropping to $221,000. By the end of 1954, income held steady and number of stations increased to over 2,500 for an average income of $181,000.

STATION GROUP at Des Moines NARTB meeting (l to r): seated, Mr. and Mrs. Morton H. Henkin, KSOO Sioux Falls, S. D.; George J. Higgins, John T. Schilling, KMBC-AM-TV Kansas City; Owen L. Saddler, KMTV (TV) Omaha; standing, Paul A. Loyet, Harold Fulton, WHO-AM-TV Des Moines; Francis X. McDonough, Dow, Lohnes & Albertson, Washington; Herbert R. Ohrt, Lloyd Loers, KGLO-AM-TV Mason City, Iowa.

Fellows Urges Alert In Political Areas

RADIO and tv as the "dynamic media" with greatest influence on voters must fight efforts to impose more regulation and legislation on their political broadcasting, NARTB President Harold E. Fellows told the NARTB regional conference at Des Moines last Tuesday.

Making his first regional meeting appearance in a month, following an illness from pneumonia, he urged broadcasters to "set up a roadblock right now" in preparation for restrictive moves that might set precedents influencing other kinds of broadcast activity.

"Perhaps we have gone far beyond the point where we can hope that the problem of political broadcasting is going to be solved by the government," he said. "If anything, it is going to be complicated by government—as it has in the past through the adoption of various regulations and laws both at the federal and the state level.

"I would hope that you sit down with your staff people and discuss with them this whole area. Next year, 1956, promises to be one of the most dramatic and exciting in the history of American politics. Right now the questions involving the highest elective office in our land are so complicated by the unfortunate illness of one of the greatest men the nation has ever produced that, news-wise, we are at least six months ahead of the usual schedule of buildup.

Regardless of the names of the candidates for office, it is apparent that radio and television are going to play a major part in party plans for campaigning. Station policies with respect to advertising in relationship to these campaigns should be made now, for tomorrow may be too late. They should be well-considered and firm, and above all they should be fair. They should take into account the basic concept that the first obligation of the station is to inform—to enable the audience of voters to decide issues and select candidates with forethought and with intelligence.

"The most progressive among us as broadcasters will not leave to the parties themselves the methods by which they will use our facilities most effectively. We will set out immediately to develop plans which will clear our schedules for political broadcasting, a task no less important than clearing our minds as to policy for handling political broadcasting."

Free, Toll Tv Co-existence Rapped by NARTB Leaders

BROADCASTERS who feel that "co-existence of free tv and toll tv is possible" were warned last week to prepare for a "deadly serious challenge." Warnings were issued at the Des Moines NARTB meeting by W. D. (Dub) Rogers Jr., president of KDUB-TV Lubbock, Tex., and member of NARTB's Tv Board, and by Thad H. Brown Jr., NARTB tv vice president.

Mr. Rogers described toll television as an "eternal grab" against a backdrop of the

K.C.M. Anderson

He followed his heart and found his world

"You've heard it said that there's more opportunity in America than in any other country?

"It's true. But it's hard to realize how true unless you come here from abroad. As I did, from Scotland.

"Now I cherish my homeland. But as in so many of the older countries, your life is pretty well laid out for you at birth. The odds are you'll follow this path whether you want to or not.

"Well, I didn't like what my future seemed to be in Scotland, so I quit my job and followed the girl I had fallen in love with to California. I got a job with Union Oil as a clerk in the Field department, and we were married shortly after.

"When I started with the company in 1925 we seldom drilled a well deeper

than 4,000 feet. Today it's not uncommon to go down 12,000 feet. Even drill under water!

"Better tools have made this possible. And created new opportunities. I'm now an Administrator in the Union Oil Field department.

"But the important point is—every one of these thirty years I've been doing what I wanted to do. Our children have enjoyed the same privilege. Our boy's a graduate engineer, now on active duty as an Ensign in the U.S. Naval Reserve. Our daughter is a college teacher.

"That, I think, is the miracle of America: the chance it gives you to be what you want to be. And to live happier because of it."

ANDERSON: "FOR THIRTY YEARS I'VE BEEN DOING WHAT I WANTED TO DO."

* * * *

Anderson is far too modest. His own hard work is obviously the first reason for his success.

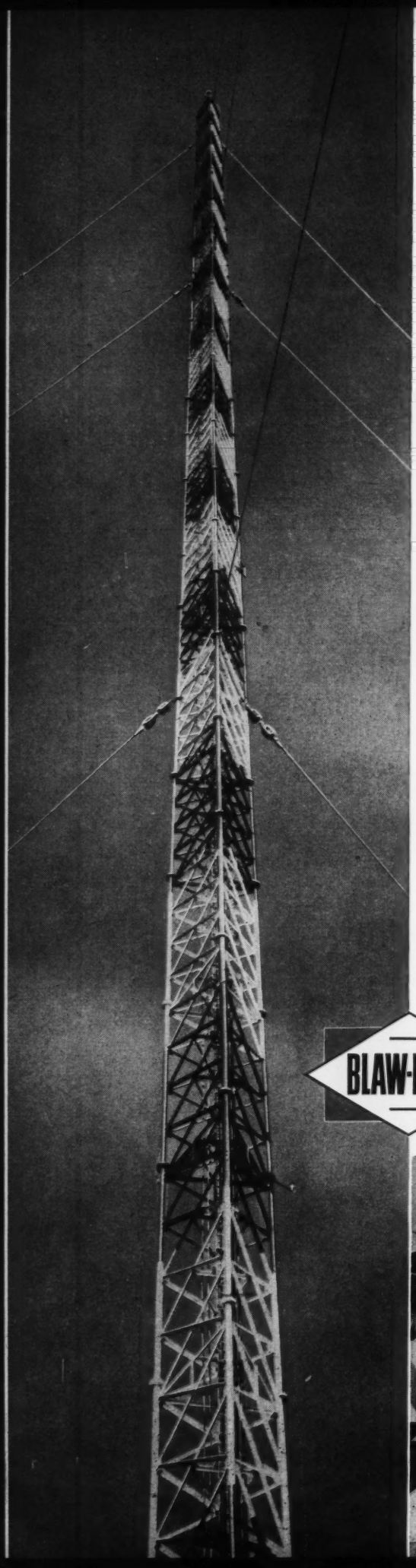
But tools did help, and in the thirty years since Anderson joined us our investment in tools made available to our employees has increased from $22,000 to more than $83,000 per employee.

So long as business competes for your favor it will continue to improve its tools. Which is another reason why there should always be more opportunity in America than in any other country in the world.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



. . . 1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower . . . with insulated base and sectionalizing insulators at the 640 foot level . . . does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

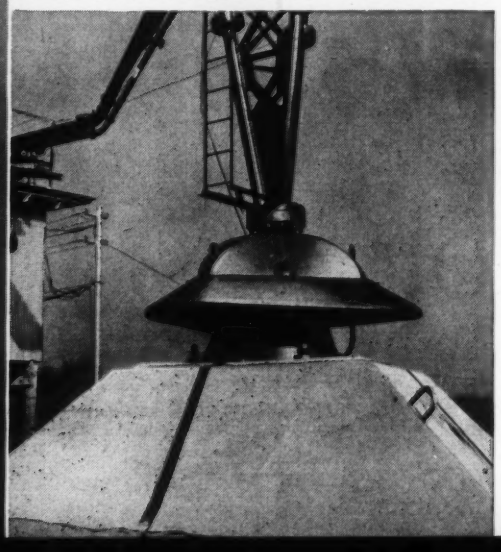
For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

American system of free enterprise and "honest competition." "As a broadcaster, and one who derives his living from broadcasting, this particular parasitic growth concerns me deeply," he said. "To my way of thinking . . . this is just about the surest way of draining the life juices out of the roots of telecasting."

Mr. Brown explained NARTB's position on the issue. He said pay-tv proponents agree that their method belongs to broadcasting and not common carrier. Among "flaws" cited by Mr. Brown from the public interest and legal viewpoints:

(1) It's "perfectly evident" that the tv industry is not in "dire straits" and will have a vigorous role in the national economy. He described toll tv as "public deprivation for private gain." (2) Talent could be persuaded to switch to pay-tv and the public would blame broadcasters. (3) NARTB believes that the service should not be authorized in regular broadcasting frequency bands. As shown by fall program schedules, the public already has free access to top talent.

NARTB CONVENTION PLANNING BEGINS

SPADEWORK for the 1956 radio-tv industry conclave in Chicago next April 15-19 was turned by the NARTB convention committee at a preliminary meeting in that city Thursday.

A two-pronged radio and tv committee ranged over a field of policy matters at a dinner meeting in the Conrad Hilton Hotel and expressed satisfaction with initial planning efforts of NARTB staff members and industry executives.

The Broadcast Engineering Conference will run three instead of two days at the annual convention, starting Monday, April 16, with management sessions slated Tuesday through Thursday, April 17-19. Committee voted to hold a special projects and public service equipment exhibit in cooperation with The Advertising Council. George Geough Co., St. Louis, was reported signed as exposition manager for equipment and service.

Pattern of separate radio, tv and association activity—followed in the 1955 convention and at NARTB regional meetings this fall—will prevail, though actual dates have not been set.

A committee was appointed to select candidates as keystone speakers in the event President Eisenhower is not able to attend [CLOSED CIRCUIT, Nov. 7]. Group includes E. K. Hartenbower, KCMO Kansas City, Campbell Arnoux, WTAR-TV Norfolk, vice chairmen of the NARTB Radio and Tv Boards, respectively, and co-chairmen of the Convention Committee; Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman and member of tv convention segment; Henry B. Clay, KWKH Shreveport, Radio Board chairman and member of radio convention planning unit, and E. K. Jett, WMAR-TV Baltimore, liaison for engineering committee.

It was also voted to bar unofficial meetings outside NARTB at the convention hotel (Conrad Hilton) from 10 a.m. Monday, when sessions start officially, until after the closing banquet. It was agreed tentatively that registration fees would be similar to last year. The annual banquet will be held on Thursday evening April 19.

All committee members [AT DEADLINE, Nov. 7] were present save Messrs. Clay and Brown. Sterling C. Quinlan, ABC Chicago vice president and member of tv convention group, was represented by Elliott Henry, director of promotion, publicity and public relations, ABC Central Div.

NEWSPAPER 'SCOOP' DEAD, SDX TOLD

Radio and tv get there first with the news, necessitating that newspapers turn from 'scoop' to 'scope,' Crowell-Collier head tells 500 fraternity delegates. Newspapers behind radio-tv competitors, British newsman says.

RADIO and television have killed the newspaper "scoop" because they report big events as they happen, two speakers told the annual convention of Sigma Delta Chi, national professional journalistic fraternity, at its opening session in Chicago last Thursday.

Paul C. Smith, president of Crowell-Collier, and editor-in-chief of its publications, told the 500 delegates that it's no longer "scoop" but "scope" that counts on the printed page. The broadcast media, he said, show the world what is happening as it happens, and the publications must follow up.

He said all media can live in this new world, and that tv can be augmented by the printed word and the printed picture, which can be "picked up and laid down." So far, in the economics and mechanics of news handling, he said, radio and tv developments are far ahead, but he predicted many radical and revolutionary developments in the offing for publications, which would narrow the technical gaps and bring reduction in publication costs.

Charles Campbell, director of the British

TWO TOP CHILDREN'S SHOWS on WGN-TV in Chicago!!

"GARFIELD GOOSE AND FRIENDS"

5:30-6:00 P.M.
Monday thru Friday

Consistently one of the highest rated children's shows in Chicago . . . average ratings of 5.6% in Telepulse and 5.7% in ARB in September! **An offer in September pulled 42,932 requests!**

This powerful, proven show is available for either full sale or announcements.

"Lunchtime Little Theater"

12 Noon-1:00 P.M.
Monday thru Friday

Featuring Uncle Bucky and Uncle Dan, 1st Run Looney Tunes and a peanut gallery, this potent noontime show reached an average of nearly 75,000 homes per quarter hour in September.

Ward Baking sponsors one strip—the remainder is available for sale by strip or by announcements.

Copyright 1955 by Tunes Productions, Inc.

Check your WGN-TV Salesman on these two great buys.

441 N. Michigan Avenue
Chicago 11, Illinois

WGN-TV Chicago 9

Woman's World

WOMEN in the radio-tv industry will take the spotlight this Wednesday at a special luncheon co-sponsored by the Radio & Television Executives Society and the American Women in Radio & Television at the Hotel Roosevelt in New York.

An all-woman cast of speakers—Harriet Van Horne, radio-tv critic, *New York World-Telegram & Sun*; Marie Torre, tv-radio columnist, *New York Herald-Tribune*; Fay Emerson, tv-radio columnist and commentator, and tv actress Anne Jeffreys—has been set for the luncheon for which there will be "no admittance" unless the executive is accompanied by a secretary. The luncheon honors the achievements of women broadcasters and others of the distaff side who are associated with the radio-tv industry.

Information Services, Washington, D. C., pointed to the necessity of newspaper "reporting in depth" because of radio and tv speed and ubiquity in handling spot news. He deplored the lack of international news in newspapers in this ever-shrinking world, where distances have been telescoped.

Newspapers generally, he said, are reporting as they did 30 years ago, without taking into account the competition of radio and tv. He urged newspapers to experiment in new concepts of reporting, and of handling in depth and "illuminating the background," quoting CBS commentator Eric Sevareid.

The convention accepted a report from its Committee on the Advancement of Freedom of Information, headed by V. M. Newton Jr., *Tampa* (Fla.) *Tribune* (WFLA--AM-TV), which included recommendations for cooperation with the broadcast media, to further the fight "for the people's right to know." These were:

1. Closer liaison throughout the year between Sigma Delta Chi's committee . . . with the Freedom of Information Committee of the National Assn. of Radio & Television Broadcasters, the American Society of Newspaper Editors and other national professional groups in the mass communications field on problems and projects of mutual concern.

2. A joint annual meeting of SDX, NARTB and ASNE committees (or their representatives) to initiate and coordinate a cooperative attack on freedom of information problems and projects at the national and state level."

He said the "friendly cooperation" of these committees with the SDX committee "indicates that such a move would be welcomed."

Tennessee Assn. to Meet

ANNUAL convention of Tennessee Assn. of Broadcasters will be held Nov. 28 at the Hotel Peabody, Memphis, with three agency officials taking part in the program, according to Henry W. Slavick, WMC Memphis, TAB president. Agency speakers in a panel on successful use of radio will include Ernest Cummings, president of Cummings Adv. Agency; Avron Spiro, president of Lake-Spiro-Shurman Adv., and Milton Simon, partner in Simon & Gwynn Adv. Agency, all of Memphis. Hoyt Wooten, WREC Memphis, TAB secretary-treasurer, and Mr. Slavick will entertain delegates Nov. 27. Henry Clay, KWKH Shreveport, NARTB Radio Board chairman, will speak at the meeting. Officers will be elected.

N. Y. MEET HEARS 'OFF-CARD' PROS, CONS

Harry B. Cohen Adv.'s Beth Black says an agency is obligated to its client to buy time as cheaply as possible from radio stations; Westinghouse Broadcasting's Eldon Campbell thinks agencies should help radio achieve 'stature.'

A LIVELY discussion was generated in New York last week on the question: What to do about "off-card" or "under the rate card" deals, particularly in radio?

Actually, the subject of rate-cutting was only one scheduled among many on the general topic, "Costs—Getting the Most Out of the Rate Book," at Wednesday's Radio & Television Executives Society's timebuying and selling seminar. But once the speakers—Beth Black, radio and television director, Harry B. Cohen Adv., New York, and Eldon Campbell, national sales director, Westinghouse Broadcasting Co. —got into off-rate buying, the interest quickened and the audience joined the discussion with zest.

Miss Black staunchly upheld an agency's search of a bargain for its client by declaring that she did not believe blame should be laid on the agency's doorstep because "it has the obligation to the client" to buy at the lowest cost possible.

If stations want advertisers, through their agencies, to buy "on rates," she asserted, then "they [the stations] must maintain the rates." She said that as long as rates are not standardized, an agency will take the time to find out "what are the costs."

As an example of the reception one agency found, Miss Black cited a case with which she said she was familiar in which a station, believed to be one that would "stand by its rates," was contacted and asked: Is this the lowest rate? Two hours after the agency had noted that its client's budget didn't cover the rates cited, Miss Black said, the station's representative called the agency to offer the time requested at a cost "as much as 25% under."

Agency Has No Choice

Miss Black indicated that an agency had no choice but to bargain when going into deals "off-rate" and to hope for the cheapest price. A timebuyer in this case, she said, must feel his way. Miss Black said that often rate practices become a vicious pasttime: A station will sell time direct to an agency off-card, asking the agency not to tell the station's representative. But, she said, later the representative will obtain its customary commission from the money paid to the station. "Who's fooling whom?" she asked.

Mr. Campbell devoted nearly all of his time to the rate question, eloquently pleading the case for established published station rates.

While acknowledging agency responsibility to buy time at the best price for the client and that stations have the responsibility of maintaining the price, Mr. Campbell asserted that buyers "must face up" to the fact that the radio industry should achieve "stature." Needed, he said, is an understanding from agencies that stations which stick to rates will not be the subject of ridicule from the buyer.

Near the close of the session, the discussion was opened to audience questions. A member of the audience asked Miss Black whether undertable deals suggested a danger spot to agencies, i.e., that other stations in that market were better buys. Miss Black said that was true only to an extent because price was but one facet of the situation and that this axiom would hold water everywhere if it consistently worked out that way.

Another discussion splintered off the overall topic when a question on local rate vs. national rate was brought up: Would a manufacturer buying on a lower "local rate" through his distributor or dealer pose a danger by eventually cutting out both the agency and the representative?

Lower Rates Ethical

Mr. Campbell said there was nothing to prohibit a station from offering lower rates and that it was ethical, provided that the "local rate" was qualified. Geography is not the basis for definition, he asserted, adding that the basic point is "economics," i.e., in what type of business the advertiser is engaged.

Asked to comment, Miss Black intimated that the classification "local rate" did not necessarily portend lower rates on behalf of the station. Again citing from examples, she spoke of an instance where an agency drew up schedules showing the client how the national rate could be cheaper when compared with the same campaign placed via the local rates. (And, she added, the national schedule was with the 15% commission added.)

BISHOP SHEEN REMINDS OF PROGRAM OBLIGATIONS

He tells New York Radio & Television Executives Club that viewers tend to associate program's tone with the sponsor.

SETTING a lofty and moral tone in a talk on television, Bishop Fulton J. Sheen, a tv personality in his own right, last week called upon the industry to "take the cameras to the university" and bring "light and learning" to the people.

Bishop Sheen was the featured speaker at a luncheon held Tuesday in New York by the Radio & Television Executives Society. His program, *Life Is Worth Living*, is on ABC-TV, Thursday, 8-8:30 p.m. EST, and on ABC Radio Tuesday, 8:30-8:55 p.m. EST.

Addressing the executives as "communicators of light," Bishop Sheen urged tv programs which would present educators—he said there was "at least one good professor at every university," although it was true that many professors were like so many "textbooks wired for sound"—talking about subjects with which they are best and most intimately connected.

The bishop also was critical of what he called "imitation" in television. He said, the tv industry should scorn this practice, particularly when one network follows a successful format of a competitor with a similar type show, programmed at the same time on the same day.

Bishop Sheen observed that the viewer sees a "close relationship" between the sponsor of the program and the type of program telecast. On the lofty and noble side of program association, the bishop referred to Firestone Tire & Rubber Co.'s weekly cultural music and Texaco's sponsorship of opera.

At the close of the luncheon, Bishop Sheen was awarded a plaque making him an honorary life member of Radio Pioneers. Making the presentation was Raymond F. Guy, NBC director of radio frequency engineering, who is national president of the club.

TV BOOSTER PROPOSAL EVOKES PROTEST

Staff asks for oral argument on initial decision that operators in central Washington should not be forced off air.

SHOCKED and alarmed at the implications of the initial decision upholding the right of unlicensed television boosters to operate [B•T, Oct. 24], the FCC's general counsel and Field Engineering & Monitoring Division filed vigorous exceptions to this recommendation last week.

The Commission's staff asked for oral argument on the initial decision issued last month by Hearing Examiner J. D. Bond. Mr. Bond had held that unlicensed boosters operating in central Washington should not be forced off the air. He said they were performing a public service and were not interfering with any other radio service.

Sprinkled with allusions to the examiner's "distortions", "self-made straw man"—and even including a footnote quoting *Alice in Wonderland* (" 'No, no,' said the Queen, 'sentence first —verdict afterwards'.")—the FCC staff charged that the examiner failed to decide questions of law, to consider the "admitted failure" of the booster operators to secure approval to pick up programs from Spokane stations, or to employ licensed operators.

The examiner misinterpreted the law regarding the FCC's discretion, the staff declared. The Commission must uphold the law; it has discretion on how to apply it, the staff said.

Tenor of the staff's position was made in its brief in support of its exceptions. This referred to the "most significant" defects in the examiner's decision:

"In summary, they are: First, the Examiner's utter misconception of the nature of the proceedings, at which he was directed to preside, and his arrogation to himself, in adjudicatory proceedings, of the policy making powers appropriate only in rule making proceedings undertaken by the Commission.

"Secondly, but of no less importance, the invalidity of the Initial Decisions, on their own terms, resulting from the Examiner's unrealistic view of the significance of condoning the unlicensed operations here involved."

The examiner's decision if permitted to stand, the staff said, puts in jeopardy Parts 15 and 18 of the Commission's rules. These relate to interference to radio services from non-licensed electronic equipment.

"It is thus no exaggeration," the staff said, "to state that affirmation of the Initial Decisions would mean acceptance by the Commission of a general situation in which a multitude of small unlicensed radio stations of all sorts will be the rule rather than the exception, in which the Commission will never know in advance what operations are squatting in unused islands in the radio spectrum, and in which it will be necessary to adjudicate innumerable claims of unexpected interference."

The unlicensed booster stations, on which the hearings were held during the summer, are located in Quincy, Nespelem and Bridgeport, all Washington. Last March, the Commission proposed to issue cease and desist orders. The hearing was to determine whether the orders were to be issued. In each of these communities, and in many others in the northwest, unlicensed low power booster stations have been established. Those involved in the hearing pick up Spokane tv signals, reradiate them on the same frequency.

Heads of Four Networks Scheduled to Meet With FCC

THE heads of the four national networks are scheduled to meet with the FCC at 3:30 p.m. today (Monday) in Washington, it was learned last week.

Invited to meet with the FCC committee on the network study are ABC's Robert E. Kintner, CBS' Dr. Frank Stanton, MBS' John B. Poor, and NBC-RCA's Gen. David Sarnoff.

They will confer with FCC Chairman George C. McConnaughey, and Comrs. Rosel H. Hyde, John C. Doerfer and Robert T. Bartley. This is the FCC's committee on the network study.

The television network investigation, undertaken with $80,000 appropriated by the last Congress, is under the direction of U. of Cincinnati Law School Dean Roscoe L. Barrow. Mr. Barrow has been selecting a staff, which already includes Attorney Ashley Bryant and Economist H. H. Goldin.

It was understood that the meeting is for the purpose of preliminary discussions regarding the scope and details of documents required from the networks. Mr. Barrow and Harold C. Cowgill, FCC Common Carrier Bureau chief, visited network officials in New York last month [B•T, Oct. 24].

Proposed Chattanooga Grant Reaffirmed by FCC Examiner

REAFFIRMATION of his 16-month-old initial decision favoring Mountain City Television Inc. for ch. 3 at Chattanooga, Tenn., and denial of the competing application of WDOD Broadcasting Corp. (WDOD Chattanooga) was issued last week in a supplemental initial decision by FCC Hearing Examiner J. D. Bond.

The Commission approved in July a petition by WDOD to reopen the record for further hearing following the sale by Ramon G. Patterson, 50% owner of Mountain City and 100% owner of WAPO-AM-FM Chattanooga, of 80% of his WAPO interests. The sale followed by almost a year the initial decision favoring Mountain City for Chattanooga ch. 3. WDOD contended that Mr. Patterson's proposed tv interest and duties would conflict with those at WAPO-AM-FM [B•T, July 25].

Examiner Bond concluded that the extended hearing produced no evidence changing the conclusions of his original decision. In his initial decision Mr. Bond favored Mountain City because of its better program proposals.

KIDO Inc. Gets Ch. 13 At Twin Falls, Idaho

GRANT of ch. 13 at Twin Falls, Idaho, was awarded by the FCC last week to Magic Valley Tv Corp., which is 60% owned by KIDO Inc. (KIDO-AM-TV Boise, Idaho), and 40% owned by Radio Broadcasting Corp. of Idaho (KTFI-AM-FM Twin Falls).

Estimated costs were set at $86,374 for construction and $92,000 for first year operating. Revenue was reported at $125,000.

Effective radiated power of the proposed station is to be 12.3 kw visual, 6.17 kw aural with antenna 588 ft. above average terrain and 218 ft. above ground.

Mrs. Georgia M. Davidson is Magic Valley president.

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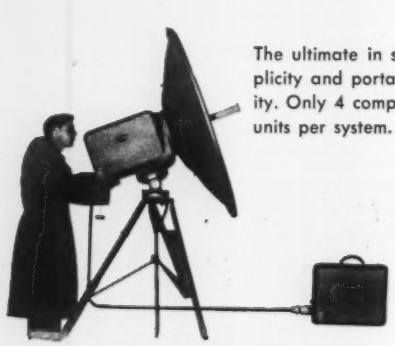
Total number of tubes used?	59	87	72	68
Audio channel included in basic unit?	YES	NO	NO	NO
Color modification available for early monochrome models? Approximate cost (less shipping)	YES $350	YES $2,000	NO	NO
Field change of frequency, from 6,000 to 7,000 to 13,000 Mc.—without obsolescence?	YES	NO	NO	NO
Transmitter Monitor included?	YES	YES	NO	NO
Number of units for complete system?	4	5	5	6
Total weight of system (lbs.)	162	299	195	295



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KOOP HITS NEWS SUPPRESSION OF HOUSE

Speaking before the House Government Information Subcommittee, CBS news director in Washington says House ban on coverage of committee proceedings has given radio-tv a big setback. At least one representative favors opening proceedings, that are now available to other media, to include radio-tv, also.

AN IRONIC twist was applied by a CBS news official last week in a congressional subcommittee's hearing to determine if federal executive agencies are suppressing information from news media, the public and Congress.

Theodore F. Koop, director of CBS news and public affairs in Washington, told the House Government Information Subcommittee that "we have even been denied permission to record or televise this hearing." He was one of 13 men, considered to be experts in the field of freedom of information, who made statements Monday and participated in group discussions with the subcommittee to open a series of hearings on government information policies.

Mr. Koop, who spoke as a representative of Radio-Television New Directors Assn.'s Freedom of Information Committee, was striking at the ban on radio-tv coverage of House committee public proceedings, resulting from interpretation of House rules by Speaker Sam Rayburn (D-Tex.). The CBS official called the House ban the "biggest setback to radio and television news coverage of the federal government this year." He added, "I cannot help but call to mind the old proverb 'Physician, heal thyself.'"

Senate committees exercise their own jurisdiction in admitting radio-tv coverage of their proceedings.

Committee Jurisdiction

Mr. Koop acknowledged that the House committee ban "is outside the specific assignment of this committee." Rep. John E. Moss Jr. (D-Calif.), subcommittee chairman, also made this plain at the beginning of hearings, emphasizing that the congressional study involves only information policies of government executive agencies.

Mr. Koop, the only spokesman directly representing the radio-tv media, said he was glad to report, "on one hand, that a number of official doors here in Washington gradually have been swinging open to admit radio microphones and television cameras."

He cited President Eisenhower's decision to allow his news conferences to be filmed for tv [B•T, Jan. 24] in addition to radio recording; Defense Sec. Charles E. Wilson's authorization for radio and newsfilm coverage of his news conferences, and Sec. of State John Foster Dulles' permission for radio recording and film highlights.

On the other hand, he said, "many government officials refuse or fail to recognize these comparatively new media. . . . The American people will not have completely free access to the facts until all branches of the communications industry have equal rights in gathering news."

He cited instances where Cabinet officials had turned down CBS requests for tv coverage of events open to other media, adding, "Invariably our requests have been refused."

Rep. Claire E. Hoffman (R-Mich.), a subcommittee member, said he favored radio and tv admittance to House committee proceedings open to other media. He said that if the public is to be "let into" committee proceedings, it's better to let it be done directly, by radio and tv, than second-hand through the impressions of a pen and pencil reporter.

He said House rules do not forbid radio-tv coverage and that only Speaker Rayburn's interpretation of House rules enables the ban to be imposed. In the GOP-controlled 83rd Congress, Rep. Joseph W. Martin Jr. (R-Mass.), then speaker, took a directly opposite stand on the same rules by giving committees their own jurisdiction on radio-tv coverage.

KULA-AM-TV SOLD; PRICE IS $750,000

Television Corp. of America buying Honolulu properties. Also WNEW New York filed for sale approval by Commission.

SALE of KULA-AM-TV Honolulu by Pacific Frontier Broadcasting Co. to Television Corp. of America for an estimated $750,000 was announced last week. At the same time, application was filed for FCC approval of the WNEW New York sale by Richard D. Buckley and associates to J. D. Wrather, John L. Loeb and Mr. Buckley for more than $4 million [B•T, Oct. 31].

Richard Simonton, west coast wired music franchise holder, is president of Television Corp. of America. Associated in TCA is Jack Burnett, general manager of the two ABC-affiliated Hawaiian stations, as vice president. Majority owners of Pacific Frontier are William Dolph and Herbert Pettey Jr.

KULA-TV operates on ch. 4 with 26.3 kw power. KULA is a 10-kw station on 690 kc. KULA-TV is represented by Adam Young Television Corp.; KULA by Adam J. Young Jr. Inc. The sale was negotiated through the Albert Zugsmith Corp., Hollywood.

Mr. Simonton was one of the principals, along with Arthur B. Hogan, Albert Zugsmith and Frank Oxarart, who bought KRKD-AM-FM Los Angeles for $417,500. The FCC approved this sale earlier this month [B•T, Nov. 7]. Mr. Hogan is president of the Albert Zugsmith company. Mr. Oxarart is a radio-tv producer and owns 20% of KVOA-AM-TV Tucson, Ariz.

The WNEW application showed that the station had total assets as of Sept. 30, 1955, of $2,357,535, of which $1,156,798 were current assets. Current liabilities amounted to $562,407; long term liabilities were $1,168,002 and earned surplus was $642,533. The replacement cost of the property and equipment of the 50 kw independent (on 1130 kc) was set at $1,915,311.

Mr. Buckley owns 25% of the station at present. Associated with him is a group of Florida stockholders, including Harry Playford, Ed C. Wright, and William L., H. W. and Elliott W. Holand; a group of Washington, D. C., shareholders, mainly the estate of the late Horace L. Lohnes and his associates, and an employes group.

The application indicated that the Florida group is to receive $1.7 million for its stock; the Washington group $819,000, and the employes group $204,713. Mr. Buckley will realize $711,750 for his 25% interest, it was indicated, over a five year period.

There is also provision for the repayment of a $645,000 bank loan.

The new owners will pay for the station through a $1.5 million credit line with the Bankers Trust Co. in New York, and with $375,000 in loans from Messrs. Wrather and Loeb. Mr. Buckley will continue to hold 25% in the new corporation, WNEW Broadcasting Inc., while Messrs. Wrather and Loeb will hold 37.5% each. Mr. Loeb plans to distribute his shares among his business associates, it was disclosed. He is senior partner of the New York investment firm of Carl M. Loeb, Rhoades Co.

Other sales announced last week, all subject to FCC approval:

WACO, Waco, Tex., has been sold by Texas State Network to Wendell Mayes, C. C. Woodson and R. E. Lee Glasgow for $300,000. WACO is 1 kw, ABC-affiliated (on 1460 kc). Messrs. Mayes and Woodson own KXOL Fort Worth and KTOK Oklahoma City. Mr. Mayes also owns KBWD Brownwood and KNOW Austin and 50% of KSNY Snyder, all Tex. Mr. Woodson is a Texas and Oklahoma newspaper publisher. Mr. Glasgow is manager of WACO and also owns KAND Corsicana, Tex.

KWKH Hutchinson, Kan., has been sold to a group headed by J. D. Hill for an estimated $75,000. Station (1 kw daytime, 500 w night on 1260 kc) is owned by James, Murray and Vern Minor. Mr. Hill, formerly production and merchandising director of WISN Milwaukee, will be president of new corporation. Included also is F. A. Smith, midwest businessman.

WGLS Decatur, Ga., has been bought by Henry W. Lanham and his mother for $40,500. Mr. Lanham was formerly manager of WBGE Atlanta. Negotiations for the sale of the 1 kw daytimer (on 970 kc) were handled by Paul Chapman, Atlanta, station broker. It is owned by Guy W. Rutland Sr. and associates.

Rainier Buy of KXL, KHMO Okayed by FCC

ACQUISITION by Mount Rainier Radio & Tv Broadcasting Corp. (KJR Seattle) of KXL Portland, Ore., for $450,000, and of KHMO Hannibal, Mo., for $40,000 plus assumption of $42,250 in obligations, for an aggregate $532,250 transaction, highlighted the sales which received FCC approval last week.

E. B. Craney and associates transferred control of KXL to Lester M. Smith and Lincoln Dellar (Mount Rainier Radio & Tv Broadcasting Corp.). KXL is a 770 kc, 10 kw independent. The license assignment of KHMO was from James P. and Ada H. Bolling. Besides his interest in KJR and the newly acquired stations, Mr. Dellar own KXOA-AM-FM Sacramento, Calif.

Among other ownership changes approved last week were:

• WSGN-AM-FM Birmingham, Ala.—Granted assignment of license to Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.). Consideration is $250,000 under 134-month lease arrangement, with option to purchase for $123,500 after five years. Besides WTOB and ch. 26 WTOB-TV, Winston-Salem owns ch. 29 WOTV (TV) Richmond, Va., not yet in operation. Principals are James W. Coan, president, and John G. Johnson, general manager.

• KVNI Coeur d'Alene, Idaho — Granted transfer of control for $152,600 from Scripps Newspapers Inc. (*Idaho State Journal*, and other

papers), Burl C. Hagadone (KNEW Spokane, Wash.), and Harry Henke Jr., to Alan H. Pollock. Mr. Pollock has 6.5% interest in KBET-TV Sacramento, Calif. KVNI operates on 1240 kc, 250 w.

• WJVA South Bend, Ind.—Granted assignment of license to Booth Radio & Tv Stations Inc. for $103,000. Besides WJVA (1580 kc, 250 w day), Booth owns WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson, all Michigan. FCC is withholding action on Booth's proposed purchase of WTOD-WTRT (FM) Toledo, from Edward Lamb, pending outcome of the WICU (TV) Erie, Pa., renewal hearing.

• KRTN Raton, N. M.—Granted assignment of license to W. Lloyd Hawkins, transacting as Colfax County Broadcasting Co., for $50,000. Mr. Hawkins owns 20% of KTNM Tucumcari and 50% of KHOB Hobbs, both N. M.

For other ownership changes see For The Record, which begins on page 115.

Five-Mile Limitation on Tv Transmitter Location Denied

THE FCC last week decided it would not be wise to force tv stations to put their transmitters within five miles of the boundaries of the principal city to be served. Comr. Robert E. Lee dissented.

That proposal was made last year by ch. 57 WKNX-TV Saginaw, Mich., during the early days of the uhf-vhf problem. The station stated that this would stop vhf stations from "straddling" two cities, referring to the practice whereby a major market city station sited its transmitter-antenna at a distance from the principal city, thus covering two cities. The FCC regulations permit a tv antenna and transmitter to be placed anywhere, provided a specified signal intensity is laid over the principal city to be served.

The FCC tentatively accepted this proposal and issued rule-making notice last March [B•T, March 14]. The Commission's proposal drew about 50 comments, evenly divided between those who favored it and those who opposed it.

In last week's action, the Commission was apparently swayed by the opposition. This held that a case-by-case determination was better than a rigid rule; that the limitation would deprive rural areas of tv service; that such a rule was arbitrary and it was discriminatory since there were other factors than mileage to consider—such as population density, topography, zoning requirements, air hazards and costs.

The FCC decided to retain the present rule because it permits greater flexibility, it said.

FCC May Hold Hearing Into Proposed WSTV Buys

A HEARING may be necessary, the FCC said last week, into the purchase of stations in Parkersburg (WPAR-AM-FM) and Clarksburg (WBLK-AM-TV), both W. Va., by WSTV Inc., for $370,000. The WPAR-WBLK stations were sold, subject to FCC approval, by News Publishing Co., publisher of the *Wheeling* (W. Va.) *Intelligencer* and *News-Register* and part owner of WTRF-TV there [B•T, Aug. 8].

Jack N. Berkman and John J. Laux are principals in WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio).

WPAR (1450 kc, 250 w) and WBLK (1400 kc, 250 w) are affiliated with CBS and NBC, respectively. Permit for ch. 12 WBLK-TV has been stayed pending litigation on a protest by Clarksburg Publishing Co. (*Exponent* and *Telegram*).

'10% Rule' Involves Two Separate Actions

THE FCC's so-called "10% rule" (Sec. 3.28 [c]) came into focus last week in two separate actions. The rule, which provides that a station may be assigned to an available frequency if interference received from other stations does not affect more than 10% of the people in its primary service area, was waived for WAVZ New Haven, Conn., allowing that station to change frequencies. On the other hand, one proposed and two existing am stations were designated for consolidated hearing because one of the stations would slightly exceed the interference limitation.

By a three to one vote, the FCC granted the application of WAVZ Broadcasting Corp. (WAVZ) to change from 1260 kc, 1 kw to 1300 kc, 1 kw directional unlimited, at the same time denying the application of Key Broadcasting System for a new daytime station (1300 kc, 1 kw) in Bay Shore, N. Y. Both applications had been denied last February in an initial decision by Hearing Examiner William G. Butts.

It was found that 14.5% of the population within WAVZ's normally protected contour would not receive clear service under the proposed operation.

The Commission cited as justification for a grant of the waiver "the special elements of nighttime public service programming proposed as to which the record lends valid assurance of performance" and the additional service which would be rendered.

The decision pointed out that the proposed operation of WAVZ would render a second nighttime service to 72,600 people, or 44.3% of New Haven's 164,443 population.

Comr. Webster dissented to the grant. Voting in favor were Chairman McConnaughey and Comrs. Lee and Doerfer. Comrs. Hyde and Mack abstained. Comr. Bartley did not participate.

Involved in the hearing action were Radio Herkimer, applicant for a new station in Herkimer, N. Y. (1420 kc, 1 kw day); WBSM New Bedford, Mass., seeking a change from 1230 kc, 100 w unlimited to 1420 kc, 1 kw unlimited, and WBEC Pittsfield, Mass. (1490 kc, 250 w unlimited), applying for a switch to 1420 kc, 1 kw unlimited.

According to findings under the proposed applications the Pittsfield station would exceed by about 900 people the nighttime interference limitations of the 10% rule. The applicants requested that the rule be waived.

Comr. Bartley dissented to the order which set the applications for hearing, saying that the circumstances of the case justified a waiver of the 10% rule. He said that a grant of the applications would best serve the public interest in that the service of the existing stations would be improved and Herkimer would get its first local service. He pointed out that the "sole impediment" to the grant was that the Pittsfield station would slightly exceed the nighttime interference limitations.

KOTO Albuquerque Deleted, Permit Revoked By FCC

KOTO Albuquerque, N. M., has been deleted and its construction permit, granted March 2, has been revoked by the FCC for failure to file either a written reply to a show cause order issued by the Commission or to appear at a hearing held Sept. 15.

The permit allowing operation on 1430 kc, 500 w daytime was issued to Wade R. King and D. W. Schieber doing business as Grande Broadcasting Co. The station was never on the air.

In its show cause order [B•T, June 27], the Commission said it had "obtained information tending to indicate that Wade R. King is, in fact, Robert Lex Easley" against whom the Commission had previously made a prejudicial dismissal in another matter. The allegation was never answered by any of the parties concerned.

Elmira Ch. 18 Bids Set for Joint Hearing

THE FCC last week designated for consolidated hearing on Jan. 2, 1956, the competing applications of Triangle Publications Inc. and Central New York Broadcasting Corp. for ch. 18 at Elmira, N. Y. [B•T, Aug. 15, July 25]. Both applicants propose a satellite operation for the Elmira channel, Triangle for its WNBF-TV Binghamton, N. Y. (ch. 12), and Central New York Broadcasting for its WSYR-TV Syracuse (ch. 3).

In addition to WNBF-AM-TV, Triangle owns WFIL-AM-FM-TV Philadelphia, WHBG Harrisburg, Pa., and numerous publishing interests. The company has received FCC authority to purchase ch. 15 WLBR-TV Lebanon, Pa., for $115,000 plus $125,000 in obligations. It plans to use WLBR-TV as a satellite of WFIL-TV. Triangle also has been negotiating for the purchase of ch. 10 WFBG-AM-TV Altoona, Pa., for $3.6 million.

Central New York Broadcasting (Newhouse interests), besides WSYR-AM-FM-TV, has interests in WTPA (TV) Harrisburg, KOIN-AM-TV Portland, Ore., and KWK-AM-TV St. Louis.

FCC Examiner Turns Down Kentucky Economic Protest

IN ONE of the first such cases in FCC annals, an FCC hearing examiner last week turned down a protest to the grant of a new radio station hinged on the claim that a community could not support more than one broadcast outlet.

FCC Hearing Examiner Basil P. Cooper recommended the reinstatement of the grant to KY-VA Broadcasting Corp. for Harlan, Ky. (1 kw daytime on 1410 kc), and denial of the protest submitted by WHLN Harlan.

KY-VA Broadcasting Corp. (WKYV) received its grant last May. It also owns WTCW Whitesburg, Ky. WHLN, operating on 1280 kc with 1 kw daytime, protested under Sec. 309 (c). WHLN owners also own WCPM Cumberland, Ky., and WNVA Norton, Va. Hearing on this protest took place during September and October.

Mr. Cooper found that the allegations of declining economy in Harlan were not borne out by the facts. He also found that not enough proof was proffered that there would be insufficient advertising revenues to support two stations. The only possibility that might ensue, Mr. Cooper said, was that a decline in advertising revenue for WHLN might force that station to reduce the amount of emoluments paid its three officer-owners.

The initial decision is effective in 40 days after Nov. 7 unless objections are filed with the Commission.

The Harlan case is the first of five economic impact cases pending before the FCC. The others involve Cleveland, Tenn.; Laurel, Miss.; Tipton, Ga., and Statesville, N. C.

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How the FCC Cleared the Boards To Re-Evaluate Tv Assignments

(Story, page 27)

TEXT OF REPORT AND ORDER ON THE FIVE DEINTERMIXTURE CASES ALREADY ARGUED:

In the Matter of	Docket Nos. 11238
Amendment of Section 3.606,	11333
Table of Assignments, Rules	11334
Governing Television	11335
Broadcasting Stations.	11336

REPORT AND ORDER

By the Commission: Comrs. Hyde and Bartley dissenting and issuing statements; Comr. Webster concurring in part and dissenting in part and issuing a statement.

1. The Commission has before it for consideration five proceedings concerning requests for the deintermixture of vhf and uhf television channel assignments in specific communities and a request for the addition of a vhf channel assignment in one community. The Commission issued a notice of proposed rule making concerning the proposal to assign ch. 10 to Vail Mills, N. Y., on Dec. 17, 1954. On March 31, 1955, the Commission issued notices of proposed rule making in the Peoria, Evansville, Madison and Hartford deintermixture proceedings. On April 21, 1955, the Commission issued a notice of further rule making in the Vail Mills case to consider the deintermixture proposal for the Albany-Schenectady-Troy area. Oral argument in the five cases was heard before the Commission on June 27 and 28, 1955. Following is a brief summary of the proposals:

(a) Peoria, Ill. (Docket No. 11333).

This proceeding involves the joint request of two uhf broadcasters in Peoria, Ill.—West Central Broadcasting Co. (WEEK-TV) and Hilltop Broadcasting Co. (WTVH)—for deintermixture of commercial vhf and uhf assignments in the Peoria area by reserving vhf ch. 8 in Peoria for noncommercial education use in place of uhf ch. 37; or, in the alternative, by deleting ch. 8 from Peoria, substituting uhf chs. 31, 78 or 82 therefor, and shifting ch. 8 to some other community. Plains Television Corp. (WICS), Springfield, Ill., requests that ch. 8 in Peoria be shifted to Illiopolis, Ill., to provide additional vhf service to the Springfield area in the event Springfield is not also deintermixed by the removal of ch. 2. Other parties participating in the proceeding include WIRL Television Co. and WMBD Inc., applicants for ch. 8 in Peoria; Bradley U., and the American Farm Bureau Federation. In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it the following pleadings; "Petition to Adopt Policy of Deintermixture or for Alternative Relief," filed by Plains Television Corp. on Oct. 18, 1955; "Opposition to and Motion to Dismiss" the foregoing petition, filed by WMBD Inc., on Oct. 21, 1955, an opposition to the foregoing petition filed by WIRL Television Co. on Oct. 25, 1955; and petitions for further oral argument filed on Nov. 4, 1955, by West Central Broadcasting Co., Hilltop Broadcasting Co., and Plains Television Corp.

(b) Evansville-Hatfield, Ind. (Docket No. 11334).

This proceeding involves the request of two uhf broadcasters in the Evansville area—Premier Television Inc. (WFIE), Evansville, and Ohio Valley Television Co. (WEHT), Henderson, Ky.—for deintermixture of the commercial vhf and uhf assignments in the Evansville-Hatfield area by deleting ch. 9 from Hatfield and by either reserving ch. 7 in Evansville for education or deleting it. Petitioners suggest that ch. 56 can be added to Evansville and ch. 78 to Hatfield. If ch. 7 in Evansville is deleted rather than reserved, ch. 39 is suggested as an educational frequency. Mid-America Broadcasting Corp. (WKLO-TV) Louisville, Ky., requests that the Evansville-Hatfield area be deintermixed by reassigning chs. 7 and 9 to Louisville, Ky. To accomplish these channel shifts, Mid-America requests that the rules be amended to permit television stations to operate at reduced separations with directional antennas. Other parties participating in the proceeding include Evansville Television Inc., Consolidated Television & Radio Broadcasting Inc., and On The Air Inc., applicants for ch. 7 in Evansville; Owensboro Publishing Co. and Owensboro On The Air Inc., applicants for ch. 9 in Hatfield; Congressman Winfield K. Denton (8th Dist. of Ind.); the Evansville Chamber of Commerce and Evansville College. In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it two petitions filed on Oct. 17, 1955, by Mid-America Broadcasting Corp. and by Premier Television Inc., and Ohio Valley Television Co. jointly, requesting "Time to File Additional Comments," opposition to the petition of Mid-America Broadcasting Corp., filed by Evansville Television Inc., on Oct. 27, 1955, an opposition to both petitions filed by Owensboro On The Air Inc. on Oct. 27, 1955, and by On The Air Inc., Oct. 28, 1955, and an opposition to the joint petition of Premier Television Inc. and Ohio Valley Television Co., filed by Evansville Television Inc., on Oct. 28, 1955. Also, on Nov. 7, 1955, Mid-America Broadcasting Corp., Premier Television Inc. and Ohio Valley Television Co., filed supplements to their Oct. 17 petitions, making further requests discussed in Paragraph 11, below.

(c) Madison, Wis., and Rockford, Ill. (Docket No. 11335).

This proceeding involves the requests of two uhf broadcasters in Madison—Monona Broadcasting Co. (WKOW-TV) and Bartell Television Corp. (WMTV)—for deintermixture of commercial vhf and uhf assignments in the Madison area by shifting the educational reservation in Madison from ch. 21 to ch. 3. Another uhf broadcaster in Rockford—Winnebago Television Corp. (WTVO) requests that commercial deintermixture be achieved in Madison by deleting ch. 3 from Madison, substituting ch. 39 therefor, and by assigning ch. 3 to Orangeville, Ill., so as to make Madison an all-uhf city and Rockford an all-vhf area. Alternatively, Winnebago Television suggests that Rockford be made an all-uhf area by deleting ch. 13 from Rockford, substituting ch. 51 therefor, and assigning ch. 13 to Aurora or Elgin, Ill. Other parties participating in the proceeding include Radio Wisconsin Inc., and Badger Television Co. Inc., applicants for ch. 3, Madison; the State Radio Council of The State of Wisconsin (WHA-TV), Madison, and the Greater Rockford Television Inc. (WREX-TV). In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it the following pleadings:

"Petition for Taking of Official Notice or for Limited Reopening of Record" filed on Aug. 29, 1955, by Monona Broadcasting Co., and Bartell Television Corp.; a response to the aforementioned petition filed on Sept. 7, 1955, by Radio Wisconsin Inc.; "Petition to Adopt Policy of Deintermixture or for Alternative Relief" filed on Oct. 18, 1955, by Winnebago Television Corp., a motion to strike the Winnebago petition filed by Radio Wisconsin Inc., on Oct. 27, 1955; and petitions for further oral argument filed on Nov. 4, 1955, by Monona Broadcasting Co., Bartell Television Corp., and Winnebago Television Corp.

(d) Hartford, Conn. (Docket No. 11336).

This proceeding involves the joint request of four uhf broadcasters in the Connecticut River Valley—General Times Television Corp. (WGTH-TV), Hartford; New Britain Broadcasting Co. (WKNB-TV), New Britain; Hampden-Hampshire Corp. (WHYN), Springfield and Springfield Television Broadcasting Corp., Springfield (WWLP)—for deintermixture of commercial vhf and uhf channels in Hartford by shifting the educational reservation in Hartford from uhf ch. 24 to vhf ch. 3. Three other uhf broadcasters request that ch. 3 be deleted from Hartford and assigned elsewhere. Ch. 16 of Rhode Island (WNET) in Providence, R. I., requests that ch. 3 in Hartford be assigned to Westerly, R. I.; Eastern Connecticut Broadcasting Co. (WICH [AM]), Norwich, Conn., requests that ch. 3 in Hartford be assigned to Norwich, and Thames Broadcasting Corp. (WNLC-TV), New London, Conn., requests that ch. 3 in Hartford be shifted to New London. Other parties participating in the proceeding include Hartford Telecasting Co., Inc. and Travelers Broadcasting Service Corp., applicants for ch. 3 in Hartford; Western Massachusetts Educational Television Council, Springfield: the Connecticut Radio Foundation (WEDH), Hartford, and the WGBH Educational Foundation (WGBH-TV), Boston, Mass. In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it the following pleadings: "Petition for Leave to File Additional Comments" and "Additional Comments" filed on Oct. 17, 1955, by General Times Television Corp., Hampden-Hampshire Corp. and Springfield Television Broadcasting Corp.; a "Petition to Adopt Policy of Deintermixture or for Alternative Relief" filed on Oct. 18, 1955, by the same four parties; "Opposition to Petition for Leave to File Additional Comments" filed on Oct. 20, 1955, by Travelers Broadcasting Service Corp., "Statement with Respect to Matters Not of Record" filed on Oct. 28, 1955, by the same four parties; and petitions for further oral argument filed on Nov. 4, 1955, by General Times Television Corp., New Britain Broadcasting Co., Hampden-Hampshire Corp., Springfield Television Broadcasting Corp., and Channel 16 of Rhode Island, Inc.; and by Eastern Connecticut Broadcasting Co. on Nov. 9, 1955.

(e) Albany-Schnectady-Troy, N. Y. (Docket No. 11238).

This proceeding involves the request of Hudson Valley Broadcasting Co. Inc. (WROW-TV) Albany, N. Y., for the assignment of ch. 10 to Vail Mills, N. Y., as a "drop-in" to bring a second vhf service to the Albany-Schnectady-Troy area, and the alternative request of Van Curler Broadcasting Co (WTRI), Albany for the elimination of the intermixture of commercial vhf and uhf assignments in the Tri-Cities area by shifting the educational reservation at Albany from ch. 17 to ch. 6 and by modifying General Electric Co.'s authorization to operate WRGB on ch. 6 at Schenectady, N. Y., to specify operation on ch. 17. Other parties participating in the proceeding include Greylock Broadcasting Co. (WMGT), North Adams, Mass.; the General Electric Co. (WRGB), Schenectady; Walter C. Neals, Albany, and the State Education Department of the U. of the State of New York (WTVZ), Albany. In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it a "Petition to Adopt Policy of Deintermixture or for Alternative Relief" filed by Greylock Broadcasting Co. on Oct. 18, 1955; a "Petition to Reopen Proceedings" filed by Van Curler Broadcasting Corp. on Oct. 25, 1955, an opposition to the Van Curler petition filed on Oct. 28, 1955, by Hudson Valley Broadcasting Co. and a petition for further oral argument filed Nov. 4, 1955, by Greylock Broadcasting Co.

2. The petitioners in these proceedings are uhf broadcasters. With the exception of Hudson Valley, which requests the assignment of ch. 10 to Vail Mills, the petitioners seek to deintermix the vhf and uhf assignments in their communities by eliminating vhf commercial channel assignments by reserving them for educational use, shifting them to another community, or by deleting them. The vhf channels which would be affected by the petitioners' basic proposals, with the exception of ch. 6 in Schenectady on which WRGB is operating, have not yet been granted by the Commission. However, applications are pending for the vhf channels in the other four cases—Peoria, Evansville, and Hatfield, Madison, and Hartford—and lengthy comparative hearings have been conducted to select the best qualified applicant. Initial decisions have been rendered by the hearing examiner in the Evansville, Peoria and Madison cases and oral argument has been heard by the Commission. In the Hartford case, an initial decision has been issued and oral argument is being awaited. In Hatfield, the hearing has been concluded and proposed findings have been filed, but an initial decision has not yet been issued.

3. A grant of the deintermixture petitions in these proceedings would enable the uhf broadcasters to avoid competition from vhf stations in their own communities or immediate areas. In support of their proposals the petitioners cite the familiar difficulties which have been encountered by uhf broadcasters in competing with vhf. They urge that the opportunities for a full utilization of the locally assigned uhf channels will be substantially reduced by the advent of a local vhf station or, as in the case of the Albany-Schenectady-Troy area, the continued operation of a vhf station already on the air. Referring to the experience of uhf broadcasters generally where uhf and vhf assignments are intermixed, the uhf broadcasters submit that deintermixture as proposed for their respective communities would insure a larger number of local television services and a healthy, competitive television operation in their communities.

4. It is necessary, however, not to lose sight of the fact that the communities involved in the instant proceedings represent only limited segments of the overall problem, which is nationwide in scope. The five rule making proceedings now under consideration were initiated in the hope that a detailed examination of the problem in the light of circumstances prevailing in these communities would provide the basis on which the Commission could formulate policies applicable generally in the effort to alleviate a nationwide problem.[1] In addition to the instant five cases, petitions had been submitted seeking similar action in approximately 15 other communities. But the scope of the problem does not end there.

5. Careful review of the comments and data submitted in the instant proceedings has convinced us that it would not be useful to attempt to find solutions of lasting value within the relatively limited scope of the instant proceedings.[2] Although they have shed helpful light on the problems associated with deintermixture, including the disposition of the channels sought to be removed, the question of "white areas" and others, it has become clear that these proceedings provide an inadequate basis for the formulation of policies which must take due account of the extensive and intricate interrelationships of all parts of the table of assignments.

6. Petitioners seek alleviation of a nationwide problem by action directed toward their individual, local communities. Whatever the merits of their contentions that local deintermixture would benefit the particular uhf operators and their local communities, the Commission has serious doubts that the requested relief would be meaningful with respect to the general problem. It is noted that most of these petitions are directed toward those communities where both vhf channels and uhf are now allocated but where no vhf stations (or, in some instances not more than one) have commenced operation, apparently on the theory that deintermixture should be accomplished wherever vhf stations have not yet become so established that, in the view of petitioners, deintermixture is no longer feasible. In our opinion, if deintermixture, even on a partial basis, should finally be determined to be a useful method of resolving the overall problems, the particular communities for its application should not be selected merely because of the fortuitous circumstance of whether a vhf station has commenced operation in any particular community. Certainly there is nothing in the records before us which would lead us to conclude that the limited deintermixture here sought would provide any significant help in resolving the difficulties now confronting uhf broadcasters in other communities, or for that matter, whether the relief that might result in the areas directly involved, would materially strengthen uhf in general. There is little, if any, reason to believe, for instance, that the reassignment of channels as requested in the instant petitions, and in the other pending petitions seeking similar relief, would significantly stimulate the conversion of vhf receivers, the increased sale of combination uhf-vhf sets, the improvement of uhf transmitting and receiving equipment or the elimination of uhf and vhf equipment cost differentials. Moreover, apart from the question of whether deintermixture would provide lasting benefit to the specific communities in question here, it is not possible to ascertain on the basis of the instant rule making proceedings whether deintermixture on the basis proposed by petitioners would be consistent with measures which the Commission must consider in a separate rule making proceeding of much broader scope to cope with the nationwide problem.

7. The present system of intermixed channel assignments is basic to the structure of television allocations established by the Sixth Report and Order. We believe that any modification of the table of assignments which would involve significant departures from this system of assignments requires a thorough reexamination of the entire television stucture. The interrelationships between the particular circumstances in specific cases and the nationwide television system as a whole cannot be disregarded. In the Commission's opinion, considerations of both fairness and practicability preclude an *ad hoc* approach such as that suggested by the petitioners in these proceedings.

8. The Commission is convinced that if lasting solutions to the allocation problems now confronting the development of a nationwide competitive television service are to be found, the approach must be nationwide in scope. Accordingly, in order to facilitate the orderly examination of a number of possible solutions, the Commission is instituting a general rule making proceeding. Only through such a general proceeding do we believe the Commission may thoroughly and effectively treat this matter. Accordingly, the Commission believes that the public interest would be best served by denying the instant requests for deintermixture. Petitioners will have the opportunity of participating in the general rule making proceedings and our denial of their petitions is without prejudice to any action the Commission may take as a result of that proceeding.

9. The Hudson Valley proposal presents a different problem. Hudson Valley requests the assignment of a new channel, ch. 10, to Vail Mills, a small community located in the Albany-Schenectady-Troy area, about 20 miles northwest of Schenectady. The Hudson Valley proposal

[1] In our notice of further rule making (FCC 55-492) in Docket No. 11238, issued April 21, 1955, we explained that we were "attempting to arrive at a decision of future policy to be uniformly followed, wherever possible, in the effectuation of our allocation table for a nationwide television system."

[2] On Aug. 29, 1955, Monona Broadcasting Co. and Bartell Television Corp. filed a petition requesting the Commission to take official notice, or to permit limited reopening of the record in the Madison proceedings to admit certain figures released in August 1955 by the United States Census Bureau. Radio Wisconsin Inc. filed a response to this request. This data has been considered by the Commission.

In the Evansville case, On The Air Inc., moved to strike the comments of Mid-America Broadcasting Corp., contending that it would be illegal for the Commission to adopt Mid-America's proposal without further rule making. Owensboro On The Air Inc. and Owensboro Publishing Co. also moved to dismiss Mid-America's comments. Mid-America filed a reply to these motions. Mid-America's comments have been considered in the proceeding.

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comports with the Commission's present television allocation plan and rules. Unlike the proposals for deintermixture, the petition to assign ch. 10 to Vail Mills is consistent with the rules and principles of our present television allocations established in the Sixth Report and Order. Ch. 10 would meet the present minimum spacing requirements and all other standards.[3] Until a decision has been reached on possible amendments to our present allocation, the Commission believes that it would not be justified in withholding action, pursuant to our present allocation plan and rules, that would bring additional television service to a significant number of people. Refusing to make use of this valuable vhf frequency as contemplated by the present rules would, we believe, be a waste of valuable spectrum space for which active demand is indicated. Ch. 10 in Vail Mills will represent a second television service to an appreciable percentage of families residing in the area, as well as a first service to a significant number of families. We do not believe that we would be justified in withholding this service, which can be afforded under our present rules even though we are presently considering possible amendments to our allocations. Accordingly, we are amending our rules to add the assignment of ch. 10 to Vail Mills.

10. A number of parties have filed requests for additional time for the filing of supplementary comments, or for the reopening of the record for the submission of additional material or for other relief. The submitted basis of these pleadings is that matters have been presented to the Commission outside of the formal framework of comments and arguments provided for in the procedures governing consideration of the petitions and notices of proposed rule making. In short, an opportunity to reply to this matter is requested. The material referred to related to possible national reallocation schemes. It does not pertain to the merits of granting or denying the particular petitions before us, except as part of such a nationwide approach. We have determined that the records now before us are inadequate to support a grant of the requested deintermixture because of their limited scope. We of course have knowledge, and should, of other and more general suggestions informally submitted to us or before congressional committees. Having decided upon these records that some approach other than piecemeal deintermixture must be followed, we will afford an opportunity for the formal submission of nationwide solutions in the general rule making proceeding we are concurrently instituting. Whatever plans or solutions which may there be advanced by those persons who were not parties to the present proceedings will be considered in that proceeding, and an opportunity afforded for the submission of supporting or adverse comment. In view of our decision in the instant proceedings, and the fact that a new proceeding of wider scope will now be held, there is no point in reopening the present proceedings to insert comments, and replies thereto, whose function is to discuss nationwide plans and whose proper forum is the general rule making proceeding in which all interested parties may participate.

11. There are also pending in the Evansville case (Docket No. 11334) petitions filed on November 7, 1955, by Mid-America Broadcasting Corp. and Premier Television Inc. and Ohio Valley Television Co., jointly, which request, *inter alia*, consolidation of the rule making proceeding concerning deintermixture in Evansville and Hatfield with the two adjudicatory proceedings instituted for the purpose of choosing among mutually exclusive applications for vhf chs. 7 and 9 assigned to those cities. The same petitions also request an amendment of the rules which would preclude action on applications for construction permits for new television stations until after disposition of all pending petitions for rule making and rule making proceedings looking toward removal of the particular channel assignments applied for. The Commission does not believe that it would be desirable to confuse the rule making proceeding with questions of the comparative merits of mutually exclusive applications, which are at issue in the adjudicatory proceedings. Moreover, it would serve no useful purpose to burden the rule making process by consolidating the two matters since, as we point out in paragraph 6 above, final decision on deintermixture of vhf and uhf channels in any community should not be governed by the existence or absence of a vhf station in the community. Nor does the Commission believe that it would serve the public interest to adopt the proposed amendment to the rules, which would be tantamount to a freeze on authorizations for new television stations. The Commission believes that it must retain the discretion to determine on a case-by-case basis when the public interest requires that it freeze its adjudicatory processes during the pendency of rule making. (See *FCC v. WJR, The Goodwill Station, Inc.*, 337 U. S. 265.) The Commission is of the opinion that the procedural inflexibilities petitioners seek to introduce are neither necessary nor desirable. The petitions referred to at the beginning of this paragraph are, accordingly, denied. The petitions for intervention in the adjudicatory proceedings, which were incorporated in the same documents with the foregoing requests, are not disposed of here. Various requests for stays in adjudicatory proceedings are also not disposed of here.

12. Several additional petitions advert to the fact that Comr. Mack was not yet a member of the Commission at the time the oral arguments were held in the instant proceedings and request further oral argument for the purpose of enabling Comr. Mack to participate in these proceedings, and to afford an opportunity to present views on courses of action which petitioners state were not contemplated at the time of the initial oral arguments. It should be recognized at the outset that there is no requirement of law that an oral argument be afforded in a rule making proceeding. *FCC v. WJR, The Goodwill Station, Inc., et al*, 337 U. S. 265. *Daily News Television Company*, 7 Pike & Fischer, R. R. 839. The Commission, within its discretion, heard oral arguments in these proceedings. However, we see no necessity for further argument. Petitioners' reference to participation by Comr. Mack erroneously presupposes that because he took office after the oral arguments were held, he is not qualified to participate in decisions adopted in these proceedings. In the Commission's view, no such limitation affects the qualifications of a Commissioner to participate in these proceedings. The full record in the proceedings, including the transcript of the oral arguments, has been available to Comr. Mack; and he has read the transcript. There is no bar to participation by a commissioner who takes office after an oral argument if the commissioner has read the transcript of the argument. See *Eastland Co. v. FCC*, 92 F. 2d 467, cert. den., 302 U. S. 735. The petitions requesting further oral argument in these proceedings are accordingly denied.

13. Authority for the adoption of the amendment herein is contained in Sections 4 (i), 301, 303 (c), (d), (f) and (r), and 307 (b) of the Communications Act of 1934, as amended.

14. In view of the foregoing, IT IS ORDERED, That the foregoing petitions for deintermixture listed in paragraph 1 above, ARE DENIED.

15. IT IS FURTHER ORDERED, That, effective Dec. 16, 1955, the table of assignments contained in Section 3.606 of the Commission's Rules and Regulations IS AMENDED insofar as the city named is concerned as follows:

City	*Channel*
Vail Mills, N. Y.	10

*FEDERAL COMMUNICATIONS COMMISSION**

Adopted: Nov. 10, 1955. *Mary Jane Morris*
Released: Nov. 10, 1955. *Secretary*

*See attached Dissenting Statements of Commissioners Hyde and Bartley;

*See attached Statement of Commissioner Webster concurring in part and dissenting in part.

(NOTE: Rules changes herein will be included in Amendment 3-61.)

DISSENTING OPINION OF COMR. ROSEL H. HYDE

I dissent to the report and order entered by the majority in Docket Nos. 11238, 11333, 11334, 11335 and 11336, dated Nov. 2, 1955, and to the memorandum opinion and order of the same date, denying some 26 petitions for rule making to amend Part 3 of the Commission's regulations. I consider the actions of the majority of the Commission to be premature, ill-advised and wholly inconsistent with the Commission's other actions in this area.

The Commission is under a statutory mandate to provide a nationwide competitive television service. Until it has been shown that this can be achieved with the 12 present vhf channels (or that additional vhf channels are available with which to achieve such result), I deem it imperative to preserve the uhf service. What the Commission has done today may deal a death blow to uhf television service.

The orders which have been entered in these cases would dispose of a large number of individual petitions addressed to specific situations, by blanket declarations to the effect that action on individual petitions would not resolve the overall problem. This offers strange reasoning and an abrupt change in procedure much belated in its application.

Until this moment, it has been the practice of the Commission to consider petitions for changes in rules establishing the tv allocation upon an individual basis. Many such petitions have been acted upon in individual rule-making proceedings. A large number of such petitions have been granted, including petitions for shifts in tv station assignments, changes in zones, reservation of channels for educational purposes, and the addition of new station assignments. Five of the petitions disposed of today have been subjects of notices of proposed rule making issued in March of this year. Comment was invited from interested persons, and the Commission requested that participants direct their attention and submit data with reference to a number of particular matters. Oral argument in the five cases was heard before the Commission on June 27 and 28, 1955. The rule making notices, the requests for specific information and the issues discussed in the argument contemplated consideration of the cases on their individual merits. The summary disposition of these cases today on what is essentially a new procedural device seems certain to raise grave questions as to the meaning of the earlier proceedings.

While the orders are virtually bereft of specific findings to support the conclusions, it is manifest material, both in and *end de hors* the record, has been considered in reaching such conclusions. The unfortunate result of this method of disposing of the various proposals is that no real consideration is given to the merits of any of them. Moreover, to the extent that information outside of the record played a part in the majority decision, the participants in the formal proceedings have not had a fair opportunity to be apprised of the existence of such material, let alone meet or test the validity thereof. To give the semblance of due process, the majority proposes a general rule-making proceeding in which all of the various problems can be lumped together and considered, and in which proceeding all pertinent information can be spread upon a public record before a final determination is reached.

The procedures which have been invoked at this time can only be interpreted as putting the petitions (and the formal proceedings heretofore held on a number of them) out of the way, although obviously, such procedure is not at all necessary to the general rule-making proceeding proposed.

But the obvious reason for the sudden haste of the majority in taking the present action is to clear the decks for the immediate grant of vhf applications in a number of communities involved in the deintermixture cases, and in other communities in which deintermixture has been suggested and peremptorily turned down. The deintermixture petitions which have been turned down request stays in the pending vhf proceedings. Therefore, these requests for stays are here being denied without proper findings or without proper consideration of the material submitted in their support. But if the evidence which has been adduced by the petitioners (and not considered by the majority) has merit, the grant of these vhf applications may well have the effect of denying the very relief sought by the proponents of deintermixture prior to the determination of the general rule-making proceedings. Without passing upon the contentions made by the various petitioners, and without evaluating the evidence that has been adduced upon the record, the Commission may, in granting the vhf applications, effectively eliminate many uhf stations which are presently in operation and in many instances render the cases moot. Thus, we have a situation not too dissimilar from that presented in the Ashbacker case whereby the Commission, by making a grant to one applicant before it is effectively denying relief to another party, and without giving that party its day in court. The actions of the Commission in making further vhf grants in these areas can but have the effect of seriously hampering and perhaps of unalterably precluding the Commission from giving proper and adequate consideration to the overall study of the allocation plan.

DISSENTING STATEMENT OF COMR. ROBERT T. BARTLEY

I believe these petitions should be disposed of separately upon their individual merits, thereby serving as a pattern for the expeditious disposition of the remaining deintermixture petitions. Such action would afford stability and guidance to the television service. Such action would clear the way for continued processing of applications and would provide permit holders with the necessary confidence that their status would not be changed in the immediate future. The uncertainty created by the action of the majority is not conducive to encouraging the assumption of the substantial risks involved in getting additional service on the air.

With respect to the Vail Mills "slug-in," I cannot agree with the conclusion reached by the majority on the merits of the petition. In my judgment, the result will be the death knell of multiple uhf services in the area; consequently, less instead of more service to the public.

COMR. WEBSTER CONCURRING IN PART AND DISSENTING IN PART

When consideration was first given to these deintermixture cases I was of the opinion that, deplorable as may be the delay already occasioned by unforeseen developments relating to these petitions, action thereon at this time, in the face of the Commission's notice of proposed rule making for the purpose of reviewing the nationwide television allocation plan, appeared both inappropriate and inconsistent. It seemed to me that the further delay which would result from the Commission withholding action on these petitions until a decision in the general proceeding had been reached would be warranted in view of the cloud which the decision in these cases might place upon the larger proceeding.

However, in view of the fact that the Commission's report and order as now written provides that its denial of the deintermixture petitions is without prejudice to any action the Commission may take as a result of the general rule making proceeding in which the petitioners in these deintermixture proceedings will be given the opportunity to participate, it would appear to me

[3] It is noted that Vail Mills does not have a postoffice. A postoffice, however, is not a prerequisite to the assignment of a television channel. The postoffice is merely a convenient reference point; and the lack of a postoffice in a community does not bar an assignment.

that the majority's views are sufficiently similar to mine to enable me to concur with its report and order insofar as it concerns the deintermixture cases.

However, the decision to authorize a drop-in of channel 10 at Vail Mills, N. Y., is so obviously inconsistent with the proposed general rule making proceeding that I am forced to dissent from this action.

TEXT OF MEMORANDUM OPINION AND ORDER COVERING DEINTERMIXTURE PETITIONS BEFORE THE COMMISSION:

In the Matter of Amendment of Part 3 of the Commission's Rules and Regulations Governing Television Broadcast Stations. } FCC 55-1126 24919

MEMORANDUM OPINION AND ORDER

By the Commission: Comr. Hyde dissenting for the same reasons set forth in his dissent in the report and order in Docket Nos. 11238 et al; Comr. Bartley dissenting.

1. The Commission has before it for consideration the following petitions seeking to amend the table of assignments contained in Section 3.606 of its rules and regulations and other rules and standards relating to television broadcast stations:

Filed 7-6-54. Amended 6-2-55. Mid-America Broadcasting Co., Louisville, Ky. Assign chs. 7, 9, 13 to Louisville, Ky.

Filed 8-13-54. Neptune Broadcasting Corp., Atlantic City, N. J. Assign ch. 8 to Atlantic City, N. J.

Filed 10-29-54. Coastal Bend Tv Co., Corpus Christi, Tex. Delete chs. 6 and 10 and assign chs. 56 and 65 at Corpus Christi.

Filed 1-5-55. Atlantic Video Corp., Asbury Park, N. J. Assign ch. 8 to Asbury Park, N. J.

Filed 2-2-55. Stanley H. Durwood, Hutchinson, Kan. Assign ch. 8 to Hutchinson, Kan., and delete from Manhattan, Kan., and Woodward, Okla.

Filed 3-22-55. Supreme Broadcasting Co. Inc., New Orleans, La. Assign ch. 2 to New Orleans and substitute ch. 61 for ch. 2 at Baton Rouge, La.

Filed 3-30-55. Plains Tv Corp., Springfield, Ill. Shift educational reservation from ch. 22 to ch. 2 at Springfield, or assign ch. 2 to St. Louis and substitute ch. 41.

Filed 4-5-55. Sir Walter Tv Co., Raleigh, N. C. Shift educational reservation from ch. 40 to ch. 11 in Durham, N. C., and from ch. 22 to ch. 5 in Raleigh.

Filed 4-7-55. O'Neill Broadcasting Co., Fresno, Calif. Shift educational reservation from ch. 18 to ch. 12 in Fresno.

Filed 4-11-55. Jacksonville Journal Co., Jacksonville, Fla. Shift educational reservation from ch. 7 to ch. 36.

Filed 4-12-55. Capital City Corp., Sacramento, Calif. Shift educational reservation from ch. 6 to ch. 40, or delete chs. 3 and 10 from Sacramento.

Filed 4-13-55. Wilton E. Hall, Anderson, S. C. Delete ch. 7 from Spartanburg, S. C., and reassign to other cities.

Filed 4-14-55. Amended 10-14-55 and 11-4-55. Storer Broadcasting Co. and Gerico Investment Co., Miami-Ft. Lauderdale, Fla. Delete chs. 7 and 10 from Miami, Fla.

Filed 4-15-55. Eastern Broadcasting Corp., Newport News, Va. Shift educational reservation from ch. 21 to ch. 10 at Norfolk-Portsmouth-Newport News, Va.

Filed 4-22-55. Woodward Broadcasting Co., Toledo, Ohio. Delete ch. 11 at Toledo and assign to Detroit and reserve ch. 13 for education.

Filed 5-12-55. The Brush Moore Newspapers Inc., Canton, Ohio. Assign ch. 12 to Canton, Ohio.

Filed 5-13-55. Bakersfield Broadcasting Co., Bakersfield, Calif. Assign ch. 12 to Bakersfield and delete from Fresno.

Filed 6-6-55. Southern Connecticut and Long Island Tv Co. Inc., Bridgeport, Conn. Assign ch. 6 to Bridgeport, Conn.

Filed 6-17-55. Prairie Tv Co., Decatur, Ill. Delete ch. 2 from Springfield, Ill.

Filed 7-28-55. James Monroe and William E. Sullivan, Santa Barbara, Calif. Assign ch. 12 to Santa Barbara, Calif.

Filed 7-29-55. Southern Radio and Equipment Co., Jacksonville, Fla. Reserve ch. 12 for education in Jacksonville and assign ch. 7 to Savannah, Ga.

Filed 8-15-55. Board of Public Instruction of Duval County, Florida, Jacksonville, Fla. Shift educational reservation from ch. 7 to ch. 36.

Filed 8-8-55. WLBE Inc., Leesburg, Fla. Delete educational ch. 7 from Jacksonville and assign it as a commercial channel in Leesburg.

Filed 10-14-55. Herbert Mayer d/b as Ajax Enterprises, Philadelphia, Pa. Delete vhf channels in Philadelphia, Pa.

Filed 10-18-55. Charles W. Lamar Jr., and KTAG-TV Inc., Pensacola, Fla., Lake Charles, La. Delete ch. 4 from Beaumont-Port Arthur, Tex., and New Orleans, La.

Filed 10-25-55. WGOV-TV Inc., Valdosta, Ga. Assign ch. 8 to Valdosta, Ga.

Filed 10-27-55. W. Glenn Thomas Sr., Jesup, Ga. Assign ch. 8 to Brunswick, Ga., and delete ch. 7 from Jacksonville, Fla.

Filed 10-28-55. Southern Central Broadcasting Corp., Knoxville, Tenn. Delete ch. 7 from Spartanburg, S. C., and assign to Knoxville, Tenn., and Columbia, S. C.

Filed 10-31-55. WISE-TV Inc., Asheville, N. C. Assign ch. 2 to Asheville, N. C.

Filed 11-7-55. Great Lakes Television Co., Erie, Pa. Assign ch. 6 to Erie, Pa.

2. The foregoing petitions seek to institute rule making proceedings to consider new television channel assignments, and also to consider other amendments to the television rules and standards which would constitute basic departures from our present allocation plan and standards promulgated in the Sixth Report and Order. For example, some of the petitions contemplate the assignment of vhf channels at separations below those presently specified, coupled with the use of low power operation and directional antennas. Others request departure from the principle of intermixture of vhf and uhf channels employed in the present allocation plan. The petitions, however, are all designed to alter the television assignments in an individual community or a limited area.

3. The Commission is today instituting a general rule making proceeding to consider amendments to its present television allocation plan and rules on a nationwide basis. The Commission points out in its notice announcing proceedings that the difficulties now confronting the television service, while they affect individual communities, are national in scope and may have far-reaching implications for the future of the television system as a whole; and the Commission expresses its conclusion that any approach to their consideration must, of necessity, take cognizance of the broad scope of the general problem.

4. In the Commission's view it would be neither appropriate nor feasible to approach the problem on the basis of separate, individual petitions designed to alleviate conditions in an individual community or a limited area, through departures from the present structure of channel assignments or existing television standards. In our view, it would be fruitless to undertake to consider this nationwide problem through piecemeal measures, which neither promise significant overall relief, nor would necessarily be consistent with such action as the Commission may find it appropriate to take in its general proceeding.

5. Accordingly, the Commission does not believe that the institution of rule making proceedings in the above-mentioned petitions would be warranted at this time. The petitioners will, of course, have full opportunity to submit their views with respect to the overall, nationwide problem in the general rule making proceeding we are instituting today. When the Commission may have determined the broad basis of any desirable revisions to its present allocation scheme and related rules, it will be in a position to consider questions, such as those raised by the subject petitions, concerning specific channel assignments in individual communities or limited areas.

6. In view of the foregoing, IT IS ORDERED, That the aforementioned petitions for rule making listed in paragraph 1 above, ARE DENIED.

7. On Nov. 7, 1955, Sir Walter Raleigh Television Co. and Prairie Television Co. submitted petitions requesting (1) leave to intervene in the respective comparative hearings instituted to select the best qualified applicant for ch. 5 at Raleigh, N. C. (Docket Nos. 10861 and 10862) and for ch. 2 at Springfield, Ill. (Docket Nos. 10701 and 10703); (2) consolidation with the foregoing respective docketed proceedings of petitioners' requests for rule making looking toward the channel reassignments in Raleigh and Springfield listed above; and (3) amendment of the Commission's rules to preclude action on pending applications for television channels until pending petitions and rule making proceedings looking toward reassignment of the channels in question have been disposed of. It is not appropriate to deal here with the request for leave to intervene in the adjudicatory proceedings. With regard to request (2) the Commission does not believe that it would be desirable to confuse matters which are the proper subject of rule making proceedings with questions of the comparative merits of mutually exclusive applications, which are at issue in the adjudicatory proceedings. Moreover, it would serve no useful purpose to burden the rule making process by consolidating the two matters since, in our view, final decision on deintermixture of vhf and uhf channels in any community should not be governed by the existence or absence of a vhf station in the community. With respect to request (3), the Commission does not believe that it would serve the public interest to adopt the proposed amendment to the rules, which would be tantamount to a freeze on authorization for new television stations. The Commission believes that it must retain the discretion to determine on a case-by-case basis when the public interest requires that it freeze its adjudicatory processes during the pendency of rule making. (See *FCC v. WJR, The Goodwill Station*, Inc., 337 U. S. 265). The Commission is of the opinion that the procedural inflexibilities petitioners seek to introduce are neither necessary nor desirable. Accordingly, so much of the subject petitions as concern requests (2) and (3) above, ARE HEREBY DENIED.

FEDERAL COMMUNICATIONS COMMISSION
Mary Jane Morris
Secretary

Adopted: Nov. 10, 1955.
Released: Nov. 10, 1955.

MORE THAN "JUST A TOWER"

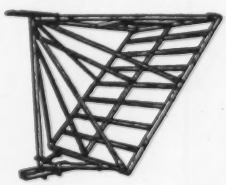
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

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Construction Co.
SIOUX CITY, IOWA

CHRIS J. WITTING, DONALD H. McGANNON APPOINTED TO NEW WESTINGHOUSE POSTS

President of broadcasting company appointed general manager of Consumer Products Div.; vice president elevated to radio-tv position.

CHRIS J. WITTING, president of Westinghouse Broadcasting Co., has been appointed general manager of the Consumer Products Div. of Westinghouse Electric Corp. and Donald H. McGannon has been elevated to succeed him as president of WBC.

The promotion of Mr. Witting to head consumer products—with a vice presidency of Westinghouse Electric Corp. assured—was to be announced today (Monday) by Gwilym A. Price, corporation president.

The promotion of Mr. McGannon from a vice presidency of WBC to the presidency of the Westinghouse broadcasting subsidiary was to be announced by E. V. Huggins, chairman of WBC and vice president-corporate affairs of the parent company.

Mr. Witting will succeed John M. McKibbin, who has been vice president in charge of consumer products since 1949 and who joins the staff of John K. Hodnette, Westinghouse vice president-general manager. The announcement said Mr. Witting would be proposed for a vice

MR. WITTING MR. McGANNON

presidency at the next meeting of the Westinghouse board Nov. 30.

Messrs. Witting and McGannon are alumni of the DuMont Television Network. Mr. Witting joined DuMont in 1947, became its general manager in 1949 and director of the network shortly afterward. In January 1954 he moved to WBC as president.

Mr. McGannon joined DuMont in 1952 as administrative assistant to Mr. Witting and a year later became general manager of the three tv stations which DuMont then owned, WABD (TV) New York, WTTG(TV) Washington and WDTV(TV) Pittsburgh.

Within a year after Mr. Witting joined the company, Westinghouse bought DuMont's WDTV for $9.75 million—still the record price for a television station. Soon after FCC approval of the sale Mr. McGannon joined Mr. Witting at WBC as vice president and general executive. He was elected to the WBC board last May 12.

Under Mr. Witting's leadership WBC also made another major tv purchase, that of KPIX (TV) San Francisco from Wesley I. Dumm and associates for $7.5 million in Westinghouse stock (computed at time of FCC approval).

A year earlier Westinghouse had acquired WPTZ(TV) Philadelphia from Philco Corp. for $8.5 million.

At the moment Westinghouse owns KDKA-AM-FM-TV (having changed the WDTV call after buying the DuMont station) Pittsburgh, WBZ-AM-TV Boston, WPTZ(TV) and KYW Philadelphia, KPIX(TV) San Francisco, WBZA Springfield, Mass., KEX-AM-FM Portland, Ore., and WOWO Fort Wayne, Ind.

But a sale by WBC of WPTZ(TV) and KYW Philadelphia to NBC for $3 million plus acquisition of the NBC-owned WTAM-AM-FM and WNBK(TV) Cleveland now is pending FCC approval.

Mr. Witting is a graduate of New York U. and a certified public accountant. His early business experience was obtained in New York banking at the Guarantee Trust Co. and New York Trust Co. He then joined Price, Waterhouse & Co. as an accountant.

During World War II—except for a year and a half Merchant Marine service—he was controller and assistant treasurer of USO Camp Shows. He moved from his USO work to DuMont.

Mr. McGannon is a graduate of Fordham U. law school and served in the Army five years during World War II, emerging as a major. Before joining DuMont in 1952 he practiced law in New York and in Norwalk, Conn., his home, and also engaged in the construction business in Connecticut.

Mr. McKibbin, whom Mr. Witting succeeds, has been with Westinghouse since 1922. Most of his service—before he became chief of the Consumers Products Div.—was in advertising and sales promotion.

Patt Returns to Work

JOHN F. PATT, president of WJR Detroit and WJRT (TV) Flint, Mich., resumed business activity at Detroit last week following a heart attack. Mr. Patt said he planned a limited schedule of work and travel for the time being. He suffered a heart attack last May during the NARTB convention in Washington. During the past two months he has done parttime work at home and at his Cleveland office.

Going After the Bacon

EDWARD PETRY & Co., station representatives, will start an advertising campaign Nov. 14 in *Food Field Reporter*, a food trade journal, aimed at stimulating further interest of district managers and wholesalers in the use of spot television. Stressed will be the power of spot tv to gain and expand distribution and to stimulate sales quickly. Advertising campaign, handled by Petry's television division, urges officials in the food field to visit managers and commercial managers of stations as well as Petry offices, promising tours, market data, test results and success stories. According to Petry, grocery product advertisers account for a greater volume of spot tv advertising than any other single group.

Patterson-Richards Stations Appoint Huse Vice President

EDWIN R. HUSE has been named vice president of Patterson-Richards Radio Stations, it was announced by Robert K. Richards and Walter Patterson, co-owners and operators of the group, which includes WHAR Clarksburg, W. Va.; WKYR Keyser, W. Va., and WTRX - AM - FM Bellaire, Ohio.

MR. HUSE

Mr. Huse, formerly associated with WXYZ Detroit and WKMH Dearborn - Detroit, will have his headquarters in Clarksburg. In addition to serving as assistant to Mr. Patterson, he will direct the regional and national business departments of each station.

Judge Allows KEYD-TV Cameras at Axelrod Verdict

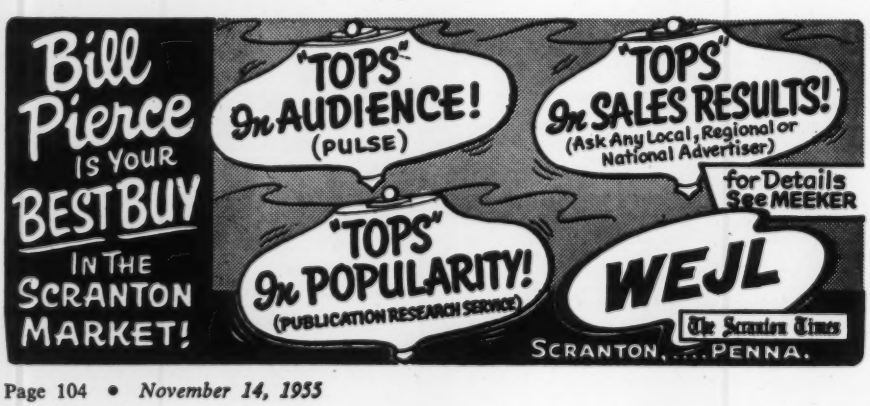
COURTROOM reactions to the jury verdict in a Minneapolis murder case were caught by KEYD-TV cameras in its exclusive remote coverage of the trial of Dr. A. Arnold Axelrod. Immediately after announcement of the first degree manslaughter verdict KEYD-TV cameras moved in for pictures of principals and jury as they left the courtroom.

Limited access to the courtroom had been given KEYD-TV to cover the trial. While Judge Leslie Anderson did not permit telecasting of the trial in progress, he ruled the cameras could be set up immediately after he left the bench.

KEYD-TV, at the time of its original request for the trial coverage, included an offer to pool pictures with all other Twin Cities stations and discussions have begun looking toward joint requests in the future.

Storer Dividends Increase

STORER BROADCASTING Co., Miami Beach, Fla., last week declared a quarterly dividend of 37½ cents per share on its common stock, payable Dec. 14 to stockholders of record on Dec. 1. A company spokesman said this indicates an increase in the annual dividend rate from $1.40 to $1.50.



Travis Leaves WNEM-TV, Joins Sen. Potter's Staff

HARRY E. TRAVIS, general manager of WNEM-TV Bay City, Mich., has resigned to join Sen. Charles E. Potter (R-Mich.) in Washington as the latter's news secretary. Mr. Travis took over his new duties last Monday.

MR. TRAVIS

Sen. Potter, a member of the Senate Commerce Committee, was chairman during the GOP 83rd Congress of the committee's Communications Subcommittee which held hearings on uhf troubles in the summer of 1954.

Mr. Travis, 37, previously served as manager of WBKZ-TV Battle Creek and as program director of WKZO-AM-TV Kalamazoo. He has been active in the news field and radio and tv since 1937.

WABD (TV) Names Seaman; Ames, Best Appointed

REALIGNMENT of the sales and operations department of WABD (TV) New York was announced last week by Ted Cott, vice president of the DuMont Broadcasting Corp.

William Seaman, who joined DuMont's staff in 1949 as a page and for the past four years directed many of the station's programs, was appointed manager of operations. He will head both live and film commercial business.

At the same time, Paulette Ames, formerly with *Seventeen Magazine*, was named assistant producer of the *Johnny Olson Show*, and Larry Best, continuity department of WABC-TV New York, was appointed assistant producer on WABD's *Featurama*, program of short films in the late evening.

WLW Launches New 24-Hour 'World Now'

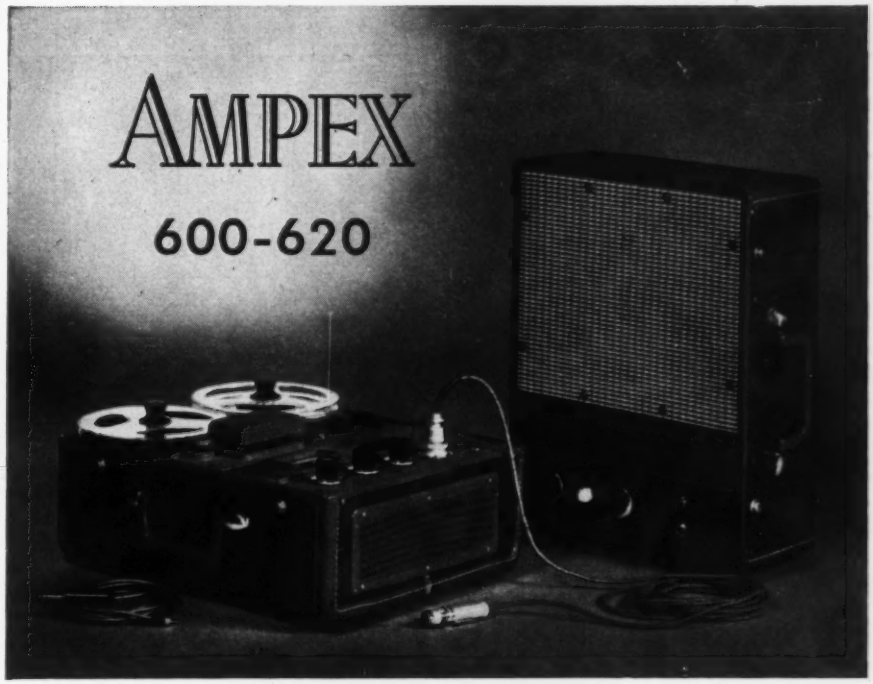
A NEW regional programming concept directed at listeners in its claimed four-state coverage area was launched on a full-scale 24-hour basis last Monday by WLW Cincinnati.

The Crosley outlet premiered its *World Now* program and service feature, utilizing "Comex" (communications center exchange) as a planning-assembling center, at special ceremonies Nov. 6. Hour-long telecast on WLWT (TV) at 4 p.m. and tape-recorded version on WLW Radio kicked off the new venture. The radio part was fed to NBC's *Monitor* that evening.

WLW is selling its service in units of three participating sports and/or 20-second breaks per week, one each in the morning, afternoon and evening on a non-exclusive basis, it was understood. Plan embodies a Certified Audience Plan by A. C. Nielsen Co., audience measurement firm, at a cost of $1 per 1,000 broadcast homes, or less, it was reported.

The rate plan went into effect Monday and will be presented initially this week to agencies and advertisers.

Among NBC personalities at the premiere were commentators John Cameron Swayze, Frank Blair and Richard Harkness; pianist Skitch Henderson, singer Eydie Gorme and



ULTRA-FIDELITY COMBINATION ...via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable — weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance.

Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention. Not in a hurry? Send us your name and address for complete literature.

$75 Christmas Bonus

A bonus of $75.00 is being offered toward the purchase of the Model 620 Amplifier-Speaker to all who purchase an Ampex 600 Tape Recorder before December 24, 1955. This means you'll be able to purchase the Model 620 at less than half price! Why not contact Graybar right now? This is an offer you definitely can't afford to miss!

(Notice the tiny microphone in the picture. It's an Altec "LIPSTIK"—Type M20—also available via Graybar.)

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via GraybaR

337-111

GRAYBAR ELECTRIC COMPANY, INC., 420 LEXINGTON AVENUE, NEW YORK 17, N. Y.
OFFICES AND WAREHOUSES IN OVER ONE HUNDRED TWENTY PRINCIPAL CITIES

Lee Ann Meriwether, former "Miss America" and now cast member of NBC-TV's *Today*. They were joined by WLW's own entertainers.

WLW is concentrating in its Monday-Friday schedule on half-hour *World Now* segments four times daily—at 8:30 a.m., and 2:30, 8 and 11 p.m. EST—and throughout its broadcast day. Nucleus of the operation is a staff of special correspondents in four states and the new Comex center specially built and equipped for the program. Augmenting the exchange and area correspondents are dispatchers, mobile reporters, writers, announcers, musicians and others. Peter Grant, Bob Bell and Bill Rice handle air segments.

WBC Plans Heavy Coverage Of White House Educ. Meet

DOCUMENTARY and daily on-the-spot coverage will be given the White House Conference on Education Nov. 28-Dec. 4 on Westinghouse Broadcasting Co.'s nine radio and tv outlets, Chris J. Witting, WBC president, has announced.

WBC's conference coverage is to start Nov. 12 and wind up Dec. 4, but the educational theme is to be continued on a national and local level, according to Richard Pack, WBC's national program manager, who is supervising all phases of the program.

Visual and aural dramatizations will be supplemented on all WBC stations with live discussion periods highlighting the local problems of education. Westinghouse stations are: WBZ-AM-TV Boston, WBZA Springfield, Mass., KDKA-AM-TV Pittsburgh, KYW Philadelphia, WOWO Fort Wayne, Ind., KEX Portland, Ore., and KPIX (TV) San Francisco.

Pierre Eaton Appointed To Manage WINX Rockville

PIERRE D. EATON became general manager of WINX Rockville, Md., effective Nov. 1, the Montgomery County Broadcasting Co., licensee, announced.

Mr. Eaton appointed Richard Denham program director, John Robbins director of promotion and Walter T. Farr music director. The new manager will head the sales staff with the assistance of D. W. Delano. The engineering department will be under Arthur A. Snowberger.

REPRESENTATIVE APPOINTMENTS

Mid-America Bcstg. Co., operator of KOSI Denver and KUDL Kansas City announces appointment of Forjoe & Co. national representative, effective Nov. 1.

KCRG-TV Cedar Rapids, Iowa, appoints Hoag-Blair Co., national sales representatives. KCRG-TV is owned and operated by the Gazette Co.

REPRESENTATIVE PEOPLE

Thomas B. McFadden, vice president of NBC Spot Sales, father of son, Thomas Hutchinson, Oct. 21.

STATION PEOPLE

John G. Byrne, salesman, WIKE Newport, Vt., named commercial manager, North Country Stations of Vermont (WTWN St. Johnsbury, WIKE, WNIX Springfield). **Tom Kibbe,** program director, WTWN, appointed manager of station. **Ken Greene,** program director, WNIX, named station manager.

W. O. (BILL) PAPE (c), president of Pape Broadcasting Inc., signs for Headley-Reed to represent WALA-AM-TV Mobile, Ala., for the 15th year. Looking on are Sterling B. Beeson (l), president of Headley-Reed's New York office, and John H. Wrath, executive vice president at Chicago.

Thomas E. Belcher, KGEO-TV Enid, Okla., commercial manager, to WSAV-TV Savannah, Ga., as commercial manager.

MR. CHAPMAN

MR. BELCHER

Jack Chapman, Huntington Woods, Mich., named president and general manager of WHRV Ann Arbor, Mich. Prior to appointment at WHRV Mr. Chapman spent nine years in sales promotional field.

Nevin McCord, program director, KEDD (TV) Wichita, named resident manager by Stanley H. Durwood, president of station. Mr. McCord joined KEDD's staff in April, 1954, as sales promotion manager.

Charles F. Grisham, commercial manager, WABT (TV) Birmingham, Ala., named vice president in charge of television sales, Alabama Bcstg. System (WAPI [AM] WAFM [FM] WABT [TV] Birmingham).

MR. GRISHAM

John Hopkins, commercial manager, KFJZ-TV Fort Worth, Tex., named assistant manager. Arno Mueller, administrative assistant, to program director of station. **John Stegall,** production coordinator, appointed production manager. **Rod Barrows,** KOIN-TV Portland, Ore., to KFJZ-TV continuity staff. **Hilda Cohen,** Texas Christian U. graduate, also to continuity department.

LOW-POWER TV GEAR ANNOUNCED BY DAGE

A LOW-POWER tv station with transmitter costing less than $50,000 and designed for smaller cities was unveiled by Dage Television Div. of Thompson Products Co., Michigan City, Ind., at a demonstration in Chicago last week, along with a plan for tv transmission of school audio-visual programs.

The station is an adaptation of one developed previously by Dage for overseas military bases in Iceland, Greenland and Bermuda and fits within the framework of a small studio. It is designed for communities of only 50,000 population, colleges and other special-interest groups, according to James L. Lahey, Dage general manager.

Dage officials noted that FCC recently amended its television broadcasting regulations for such communities, permitting reduction of power to 100 w and eliminating antenna height requirements. Amendment was effective Aug. 1.

The station includes tv cameras, studio lighting and multiplexing equipment, parts and tools, camera control, switching console, audio control center, tape recorder and amplifier and 200 w transmitter and other items.

Mr. Lahey said, "There is no question but that more advances in this kind of tv are being made than in its use as an entertainment and news medium," with closed-circuit applications in industry and education.

The second innovation is called "Davits" (Dage Audio-Visual Integrated Television System) and is based on use of one central point to originate all such activities. The closed-circuit system is designed for more efficient and flexible utilization of audio-visual aids in classrooms. It can be employed to pick up regular tv programs for special events.

Sales of Radio, Tv Sets Hit '55 Peak in September

RETAIL SALES of radio and tv sets reached peaks for the year in September, according to Radio-Electronics-Tv Mfrs. Assn. During the month (five work weeks), 753,068 radios were sold, compared to 456,625 in August and 763,589 in September of last year.

The radio retailing data does not include auto sets, of which 4,980,457 were produced in the first nine months of 1955, compared to 2,843,740 at the same time last year. Nine-month radio set sales totaled 3,942,676 compared to 4,032,704 in the same 1954 period.

Tv set sales in September totaled 978,838 sets compared to 586,577 in four-week August and 986,136 in September 1954. Nine-month tv sales totaled 5,149,977 compared to 4,645,063 last year.

Sales of receiving tubes in September set an alltime record, totaling 47.6 million units or 347,668,000 for the nine months compared to 266,050,000 a year ago. Picture tube sales totaled 1,202,430 units in September, compared to 1,149,791 in September of last year. Nine-month picture tube sales totaled 7,680,781 compared to 6,476,566 last year.

MANUFACTURING PEOPLE

Abraham A. Vogel, controller, Emerson Radio & Phonograph Corp., elected vice president of company. He joined Emerson in 1948.

Verne G. Rydberg, electronic power tube div., Westinghouse Electric Co., promoted to manager of industrial tube sales of division, and **Clifton Potter** named to head newly organized commercial engineering department.

BENNY ENTITLED TO CAPITAL GAINS IN 1948 SALE TO CBS—TAX COURT

The U. S. court says sale of Amusement Enterprises Inc. to CBS by the radio-tv star and others is subject only to capital gains, not personal income, as claimed by government. Decision recalls '48 talent raids.

THE first, and so far the only court decision on the capital gains aspect of the hectic 1948 broadcast talent raids was issued last week by the U. S. Tax Court in Washington.

The winner: Jack Benny.

In a formal decision, the Tax Court ruled that the $2.26 million sale of Amusement Enterprises Inc. to CBS in 1948 constituted a capital gain for its stockholders—Mr. Benny 60%, business associates the other 40%.

The radio-tv comedian brought suit—it could have cost the actor who sometimes portrays himself as "tight" an estimated $1 million —when the Commissioner of Internal Revenue ruled that the profits from the sale should be counted as personal income.

The Tax Court ruled that the CBS purchase consisted only of the company, and not Mr. Benny's personal services. Thus, it held, the profits were bona fide capital gains.

Three of the 16-man court dissented.

The court's decision revealed that the corporation was formed in 1947. It signed a seven-year contract with the American Tobacco Co. (Lucky Strike) to produce the Jack Benny program on NBC Radio at $27,500 per week. Mr. Benny at that time had a $10,000 a show personal contract with American.

The decision recites the negotiations between CBS and Music Corp. of America (representing Amusement Enterprises) and between NBC and MCA, conducted by CBS Chairman William S. Paley and NBC President Niles Trammell.

In the CBS negotiation with American, the decision disclosed, CBS agreed to indemnify the cigarette firm if Mr. Benny's Hooperating declined as a result of the switch in networks. The court document disclosed that in 1949 and 1950 CBS rebated $152,623 on this clause.

Amusement Enterprises balance sheet as of Sept. 30, 1948 showed assets of $802,545, liabilities of $596,803 and a net worth of $205,742. Its net income after taxes in that fiscal year was $154,640. In 1949, Amusement realized gross profits from its American contract of $351,835; in 1950, $339,492, and in 1951, $335,781.

The decision also revealed that CBS balked at owning a motion picture. This was "The Lucky Stiff," produced by Amusement before it was bought by CBS, but not then released. In a separate agreement, Mr. Benny and his associates agreed to reimburse CBS for the actual costs of making the film if these were not recovered in 132 weeks after general release. CBS received $100,000 under this clause.

The Commissioner of Internal Revenue, the decision indicated, held that the fair market value of Amusement's stock was $206,000; that the remaining $2,054,000 from the $2.26 million sale represented compensation to Mr. Benny for personal services.

The big talent raids, employing capital gains tactics, goes back to the summer of 1948. It was then that CBS signed *Amos 'n' Andy*, up to then an NBC fixture, in a deal reported unofficially as $2 million. This permitted CBS to acquire all rights to the *Amos 'n' Andy* characters, including the right to let others than Godsen and Correll play the roles. The Bureau of Internal Revenue cleared this one in advance as a capital gains benefit.

It was during this period, that both CBS and NBC negotiated at one time or another with practically all the top name talent of the time—Edgar Bergen, Fibber McGee & Mollie, Red Skelton, Phil Harris and Alice Faye.

The Fibber McGee & Mollie arrangement, by which NBC secured long term possession of the show, was signed even though the Internal Revenue Bureau issued an adverse ruling.

CBS about this time also secured the services of Bing Crosby in a capital gains arrangement in which the network, among other things, bought 25% of Bing Crosby Enterprises.

Subsequently there was a tightening of the laws limiting the scope of such capital gain deals. More recent top talent acquisitions, it was pointed out, have relied largely on long-term employment contracts. This provides the security talent desires.

It was during this time that motion picture stars and producers began forming shadow production organizations to produce one picture and then collapse.

CARLING Brewing Co. will sponsor the Boston Bruin (hockey) and Boston Celtic (basketball) games this winter over a 17-station New England network [B•T, Nov. 7]. At the signing (l to r, seated): Walter Brown, manager of Boston Gardens, and Henry E. Russell, Carling vice president; (standing) James Summers and Eugene MacArthur, both of Harold Cabot & Co. agency, and George M. Perkins, program director of WHDH Boston, which will originate the broadcasts.

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Kansas City's Most Powerful TV Station

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

Somewhere Every Day
Radio and Television Stations are accused of Committing
LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

TV NETWORKS GROSSING 31% ABOVE '54

Publishers Information Bureau reports on first nine months of this year. Biggest month so far is September.

NETWORK tv gross billings reached $290,575,813 for the first nine months of this year, about 31% above the total recorded for the same period last year, according to data supplied by Publishers Information Bureau.

NBC-TV in September hit its highest monthly gross billing for the nine months, as did ABC-TV, with these networks chalking up respective totals for the month of $13,734,194 and $4,123,780. CBS-TV again led the tv networks in gross billings for the month—a total of $15,188,805 compared to a little more than $16 million for March, its highest month in the period.

September also was the month in which PIB cut off its report on the DuMont Television Network, effective Sept. 15 [B•T, Oct. 10]. Thus DuMont's gross billing in September was only $11,538. In comparing the nine-month periods of the other three networks, CBS-TV this year was nearly $35.5 million ahead of last year; NBC-TV approximately $28 million and ABC-TV a little more than $10 million. The PIB September tv network gross billing figures:

NETWORK TELEVISION

	September 1955	September 1954	Jan.-Sept. 1955	Jan.-Sept. 1954
ABC	$ 4,123,780	$ 2,660,601	$ 32,718,864	$ 22,693,361
CBS	15,188,805	12,936,020	138,474,755	102,989,891
DuM	*11,538	802,721	*3,102,708	8,841,744
NBC	13,734,194	9,798,774	116,279,486	88,299,817
TOTAL	$33,058,317	$26,198,116	$290,575,813	$222,824,813

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
March	3,806,425	16,036,896	628,625	14,102,093	34,574,039
April	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	*11,538	13,734,194	33,058,317
Total	$32,718,864	$138,474,755	$3,102,708	$116,279,486	$290,575,813

* Effective Sept. 15, DuMont changed from a national network to a local operation.

COMPLETING arrangements making WJHL Johnson City, Tenn., an affiliate of CBS Radio are W. Hanes Lancaster Jr. (l), WJHL general manager, and William A. Schudt Jr., vice president in charge of station relations, CBS Radio. The affiliation becomes effective Jan. 1, 1956.

Group Viewing Points Needed For Colorcasting, Says Danzig

MUCH of the initial success of colorcasting depends not so much on "what" the viewing public thinks of it, but how people can see it, according to Jerry Danzig, NBC-TV director of program planning for the network's owned and operated stations.

Speaking Thursday before the Women's Advertising Club of St. Louis, Mr. Danzig stressed the need for common viewing points where audiences can see color programs for the first time. He pointed out that the "all color station," WNBQ (TV) Chicago, will provide guest facilities and a viewing lounge before its full color conversion next April.

The NBC executive noted also that NBC-TV's *Home* currently has tied in with RCA and Allied Department Stores in 46 cities as another means of bringing color to the mass public.

CBS-TV to Host Student Clinic

CBS-TV will play host today (Monday) to 60 students belonging to the Michigan State U. chapter of Alpha Epsilon Rho, national radio-tv fraternity. The network will conduct a three-hour clinic for the students, covering various phases of production, and also arrange a tour of CBS-TV facilities.

E. Carlton Winkler, production manager of the program department, and Bob Milford, associated production manager, are in charge of arrangements. Various CBS-TV production officials will participate in the clinic.

'Gimmicks' Fleeting

TV PROGRAMS based on "sensational gimmicks" are in for a short run, according to Worthington Miner, executive producer of NBC-TV's *Frontier*. Addressing the U. of Southern California's telecommunications class in Los Angeles last week, Mr. Miner said television has "developed more fine creative talent in the past five years than the motion picture business has in 40 years of professional existence." Mr. Miner also expressed the belief that the "quality anthology show," not the *$64,000 Question* type of program, is "destined for a permanent niche in tv."

NBC BUY IN MOVIE COMPANY REPORTED

AN ownership arrangement between NBC and a major movie producer, Joseph L. Mankiewicz, with the network acquiring 50% interest, was reported last week.

Mr. Mankiewicz' company is an independent, Figaro Holding Co., which produced the motion picture, "Barefoot Contessa." Mr. Mankiewicz, a writer and director, also made the newly-released movie "Guys And Dolls" for Sam Goldwyn.

According to reports in New York and Hollywood, NBC will finance Figaro-produced movies as it did the British import, "Constant Husband," which premiered on tv Nov. 6. It was understood that under the NBC contract, Mr. Mankiewicz also would make available his creative talents to the network.

While details were slim, another report placed NBC as having invested some money—as a broadway "angel"—in a new play, "The Great Sebastians," which now is rehearsing for a New York run. The legitimate theatre vehicle stars Alfred Lunt and Lynne Fontaine and is being produced by Howard Lindsay and Russell Crouse. While NBC is an investor in the play, it is not the principal backer, a network spokesman said in New York.

MBS to Carry O'Neil Talk

THOMAS F. O'NEIL, MBS president and board chairman, is scheduled to be the principal speaker tomorrow (Tuesday) evening at St. Louis U.'s Founders Day Dinner. His talk, entitled "Responsibility: The Guarantee of Freedom," will be on MBS at 10:30 p.m. (EST).

Millicent McIntosh Named to CBS Board

MILLICENT C. McINTOSH, president of Barnard College, New York, last week was elected to CBS Inc's board of directors, it was announced by William S. Paley, CBS board chairman. Mrs. McIntosh began her career as an educator in 1922, serving at Bryn Mawr College and Brearley School, and was named dean of Barnard College in 1947 and president in 1952.

MRS. McINTOSH

Mrs. McIntosh is a director of the Home Life Insurance Co., the American Museum of Natural History, Institute of International Education and the Fund for Children Inc., and a trustee and director of Bryn Mawr College. She holds honorary degrees from Smith College, New York U., Goucher College, New Jersey College for Women, Johns Hopkins U. and Case Institute of Technology.

AB-PT Sets Extra Dividend

AMERICAN Broadcasting-Paramount Theatres Inc. has declared an extra common stock dividend of 20 cents per share in addition to the regular quarterly dividend of 25 cents, according to AB-PT's president, Leonard H. Goldenson. The company's board of directors also declared a regular 25 cent quarterly dividend on preferred stock. All dividends are payable Dec. 20 to holders of Nov. 25 record.

CBS PROFITS UP 19% IN 9 MONTHS

Consolidated net profits of CBS Inc. hit $8.7 million for first three quarters of 1955. Sales were $302.5 million, up 15% over 1954 period, Board Chairman Paley reports.

INCREASES of 19.5% in consolidated net profits and 15% in sales of CBS Inc. for the first nine months of this year, compared with the similar period last year, were reported Wednesday by Board Chairman William S. Paley.

After a meeting of the board, Mr. Paley released figures showing consolidated net profits for this year's period to be $8,718,713 as against $7,299,130 for the comparable first three quarters of 1954. Sales were up to $302,589,748 from last year's nine-month total of $263,746,543.

The earnings represented $1.19 per share for this year's nine months compared to the same period last year when the figure stood at $1.04 per share after adjusting the number of shares outstanding to reflect a 3-for-1 stock split approved by stockholders last April.

The CBS Inc. board declared a 20-cents-per-share dividend on Class A and Class B stock, payable Dec. 9, 1955, to stockholders of record at the close of business Nov. 25, 1955.

Mr. Paley reported that in the belief that a substantial portion of CBS Inc.'s earnings should be reinvested to help finance rapid growth of the corporation and that stockholders should receive "a tangible share of earnings," the board also declared a stock dividend of 2% on current outstanding Class A and B shares. Stockholders will receive non-transferable order forms in denominations of hundredths of a share instead of fractional shares. Mr. Paley said. This dividend in stock will be paid Dec. 30, 1955, or soon thereafter to stockholders of record, also at the close of business, Nov. 25.

COLUMBIA BROADCASTING SYSTEM INC., AND DOMESTIC SUBSIDIARIES
Consolidated Income Statements

		Nine Months Ended		
	Oct. 1, 1955 (39 Weeks)		*Oct. 2, 1954 (39 Weeks)*	
GROSS REVENUES AND SALES		$302,589,748		$263,746,543
Less, Discounts, agency commissions and returns		76,748,096		66,110,235
		225,841,652		197,636,308
Deduct:				
Operating expenses and cost of goods sold	$167,556,840		$147,478,793	
Selling, general and administrative expenses	33,646,553		30,186,272	
Provision for depreciation and amortization of fixed assets	4,902,689		3,638,929	
		206,106,082		181,303,994
		19,735,570		16,332,314
Miscellaneous income, less miscellaneous deductions		*216,857*		*63,184*
Income before federal taxes on income		19,518,713		16,269,130
Provision for federal taxes on income		10,800,000		8,970,000
NET INCOME FOR PERIOD		$ 8,718,713		$ 7,299,130
Earnings per Share (Note 1)		$1.19		$1.04

Italics denote red figures

Notes:

1. Earnings per share are calculated on the average number of shares outstanding during the respective nine month periods, adjusted for the three-for-one stock split-up.
2. The 1955 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

Samuel R. Dean,
Treasurer

CBS' Michael Boscia Dies

REQUIEM MASS was celebrated Thursday at the Immaculate Conception Roman Catholic Church, Tuckahoe, N. Y., for Michael V. Boscia, 41, executive assistant of CBS Radio's Press Information Dept., who died Nov. 7 in New York after a long illness.

MR. BOSCIA

Mr. Boscia, a CBS veteran since 1941, except for a short association with the public relations department of Young & Rubicam in 1944, joined the 20th Century-Fox publicity department following his graduation from New York U.

Surviving are his wife, the former Rita Riche, and their nine children.

NETWORK PEOPLE

Al diGiovanni, research director, CBS Television Spot Sales, named manager of sales development for NBC-TV *Today*, *Home* and *Tonight* participating programs.

Peter Hackes, CBS radio and tv Washington news staff, to NBC Washington news staff, succeeding **Robert Abernethy,** transferred to NBC London bureau.

Henry J. McMahon, sales service department, Yankee Network, Boston, promoted to director, retail merchandising department. **James A. Gates,** New England representative, TPA and Frederic W. Ziv Co., program firms, to network's national sales service department as merchandising director.

George Cahan, Hollywood producer, signed by NBC-TV as producer-director.

Walter Stein, research manager, Mutual Bcstg. System, to CBS-TV Spot Sales, N. Y., as assistant research manager.

Ivor Denes, supervisor of station payments and traffic administration, CBS Radio, resigned last week. Mr. Denes' future plans had not been announced. He has been with CBS since 1951.

Robert Kirsten, associate editor of Telenews' *Voice of America Newsreel,* appointed N. Y. editor for Walt Disney Productions' "Mickey Mouse Newsreel," part of ABC-TV's *Mickey Mouse Club.*

Julius Barnathan, ABC ratings division, father of boy, Daniel Elias, Nov. 4, Bronx, N. Y.

Alma F. Graef, MBS New York director of commercial operations, married to Harry Palca, N. Y. fur broker, Oct. 21.

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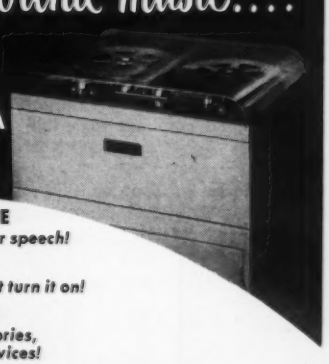

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It pays to put in a system of continuous background music. Surveys show that music hath charms to please customers and make employees happier and more efficient. Now PRESTO makes it possible for you to have the finest background music system—with a minimum investment and trouble-free operation.

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Compare—you'll find that PRESTO PB-17A is not only the best buy—but the *best* in long-play units!

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KRNT-TV DEFIANCE INVITES NCAA TEST

Des Moines outlet telecasts college grid game despite NCAA blackout. The latter's policy makers are said to be preparing a statement.

FIRM CONTROL of college football telecasts by National Collegiate Athletic Assn. faces its first critical test following open defiance by KRNT-TV Des Moines of an NCAA blackout.

NCAA policy makers were framing a public statement Thursday as KRNT-TV's Nov. 5 telecast of the Iowa-Minnesota game brought the station many statements of appreciation from the public.

Brought out into the open was the right of a tax-supported institution to deprive the public of the right to see and hear broadcasts of sports events. The blackout defiance was expected to bring renewed interest in efforts to obtain state legislation blocking NCAA control of sports events coverage, particularly at land-grant and tax-supported institutions.

KRNT-TV decided to telecast the Iowa-Minnesota game, according to General Manager Robert Dillon, when it was "deluged with inquiries regarding the blackout." The station decided the telecast "was clearly in the public interest."

Mr. Dillon added, "As nearly as we could determine, no one in Iowa was opposed to the telecast of the game over KRNT-TV. Obviously, officials of State U. of Iowa would not be opposed. They had already sanctioned the telecast on a six-state regional network including three tv stations in Iowa.

"Officials at Iowa State College (Ames), had no comment on the situation other than that it was a matter for the NCAA. Since we were not certain the game would be available to us, we could not advertise the fact that we were going to carry it. Consequently the KRNT-TV telecast could not have materially affected the ticket sales of the Iowa State-Nebraska game at Ames.

"If we are mistaken in this conclusion, we stand ready to discuss the matter with the interested party. It is the policy of KRNT-TV to telecast the best available programs. We believe, in carrying the Iowa-Minnesota game, KRNT-TV served the public interest and that is the responsibility of a television station."

The offer to discuss the subject referred to Iowa State College, it was explained. The stadium was sold out for the Minnesota game. Dick Covey, KRNT-TV program director, was quoted as saying public response to the telecast was terrific, with no opposition voiced.

The day before the game a group of patients at Des Moines Veterans Hospital petitioned Gov. Leo Hoegh, of Iowa, to allow KRNT-TV to telecast the game. The petition said the NCAA ruling was "illogical" and did not represent "the majority of the people, who dictate to state-owned, state-operated, tax-supported institutions."

KRNT-TV took the telecast off the line by which CBS-TV was feeding other affiliates receiving it under NCAA policies, it is understood. CBS officials refused to comment.

KRNT-TV is in the middle of a behind-scenes dispute over NCAA's tv policy. The dispute is based on Iowa U.'s proximity to Iowa State in the Big Seven Conference. The Big Ten has been a party in the controversy.

Stations originally sanctioned by NCAA to carry the Iowa-Minnesota game included three Iowa outlets—KVTV (TV) Sioux City, WMT-TV Cedar Rapids and KGLO-TV Mason City.

Immediately after the game Walter Byers, NCAA executive director, was quoted in Oklahoma City as saying he would await events before voicing an opinion on defiance of the blackout. He said CBS-TV had a contract with NCAA and reminded that KRNT-TV is a CBS affiliate.

Movie Exhibitors Group Doesn't Want World Series

A RESOLUTION registering "hearty disapproval" of any plan to shift future World Series baseball games from regular to theatre television was adopted by the Allied States Assn. of Motion Picture Exhibitors at the closing sessions of its convention in Chicago Wednesday.

Countering reports that Theatre Network Television is interested in acquiring closed circuit theatre tv rights, the exhibitors group thus joined Theatre Owners of America in opposing any such plan on the grounds the public should not be denied the annual classic free. In adopting the resolution Allied noted baseball's television contract with Gillette Co. expires this year.

Together, Allied and TOA operate over 95% of the motion picture houses in the country. Allied claims some 6,000 theatres in 36 states.

The resolution was sponsored by Trueman Rembusch, co-chairman of the Committee Against Pay-As-You-See Tv and former Allied president. He said exhibitors and owners unanimously favored his motion on economic and public relations grounds and denied any inconsistency with the position of exhibitor-members on accepting championship boxing matches. Mr. Rembusch was featured speaker at the convention earlier [AT DEADLINE, Nov. 7].

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30-Hour Week in Radio, Tv Urged by NABET President

CAMPAIGN for a 30-hour week in radio-tv was started last week by Clifford F. Rothery, president of National Association of Broadcast Employes & Technicians and KGO San Francisco technician. Writing in the *NABET News*, union house organ, Mr. Rothery said push-button devices rapidly are displacing radio-tv engineers. He was critical of radio programming by means of tape control.

Mr. Rothery said radio-tv is "profits-rich" and recalled sale of KPIX (TV) San Francisco for $7.5 million. He called on management to join with technicians to protect the interest of employes and urged more liberal retirement programs.

Union, WGR-AM-TV Reach Amicable Settlement

A ONE-DAY strike at WGR-AM-TV Buffalo by members of Local 25 of the National Assn. of Broadcast Employes & Technicians was settled amicably Nov. 2 after 10 hours of negotiation over a new contract, J. J. Bernard, vice president and general manager of the stations, and Ed Lynch, director of NABET Region 2, announced.

Employe members of NABET went on strike at 1:30 a.m. Nov. 1, sign-off time, when negotiators for the union and WGR-AM-TV failed to conclude agreement on the new contract by midnight Oct. 31, when the old contract expired. Both WGR and WGR-TV resumed operation at 5 p.m. Nov. 2.

The new contract runs through Oct. 31, 1956, and affects 87 employes of the stations. It provides for an approximate 5% increase in wages and additional fringe benefits, Messrs. Bernard and Lynch said. Both said the strike was an amicable one which began when negotiators failed to reach agreement by midnight Monday.

Alabama Stations Cleared Of Unfair Labor Charges

ALABAMA Broadcasting System Inc., operating WAPI-WABT (TV)-WAFM (FM) in Birmingham, has been cleared by the National Labor Relations Board of unfair labor charges filed several weeks ago by the International Brotherhood of Electrical Workers (Local 253).

The charges were withdrawn Wednesday, according to the NLRB regional office, after it investigated the union's complaint that the stations had refused to bargain with the union. The board, after an investigation, found no such refusal and the complaint was withdrawn. "The case is now marked closed," an NLRB spokesman said.

Union contract expired last July 1.

Union Uses ABC Radio

FOR THE DURATION of its strike against the Westinghouse Electric Corp., the International Union of Electrical Workers (CIO) has purchased the Tuesday and Thursday, 5:30-5:45 p.m. EST periods on ABC Radio in 10 cities in which Westinghouse plants are located. The broadcast schedule, which started last Tuesday, features IUEW President James Carey in a discussion of the issues involved. It is understood that the Union will cancel its schedule at the termination of the strike. Furman, Feiner & Co., New York, is the agency.

Sylvania Awards to Consider 'Grass Roots Viewpoint'

SYLVANIA ELECTRIC PRODUCTS Inc., sponsor of the annual Sylvania Tv Awards, last week said that the "grass roots viewpoint" would be considered this year prior to the awards ceremony Nov. 29 in New York.

Announcing the formation of a field critics panel to supplement the work of the national committee of judges, Don G. Mitchell, Sylvania board chairman and president, said that the panel would contribute to the final judgment by providing authentic cross-country opinion sampling.

Critics making up the panel were chosen from local metropolitan newspapers from coast to coast, as well as several news magazines. They will add their opinions of programs telecast between Nov. 1, 1954, and Oct. 31, 1955.

Va. AP Honors WRNL, WSVS For Public Service in Radio

WRNL Richmond and WSVS Crewe were awarded the first Douglas Southall Freeman award for public service in radio journalism, presented by Sen. A. Willis Robertson (D-Va.) during the Virginia Associated Press Broadcasters meeting (sponsors of the award) in Roanoke last fortnight.

WRNL won the metropolitan classification for its programs over a two-week period explaining the overlapping system of Richmond city courts. The non-metropolitan award went to WSVS for its broadcasts during hurricanes Hazel, Connie and Diane. WPTF Raleigh, N. C., received a special citation for its hurricane coverage fed to Virginia stations.

The award was named in memory of the late Dr. Douglas Southall Freeman, one of the nation's first radio commentators and editor of the *Richmond News Leader* until 1949.

Advertising Council Honors Sixteen Media Executives

SIXTEEN advertising executives were cited by the Advertising Council last week for "public service beyond the call of duty."

Making the awards at the closing session of the 1955 meeting of the Assn. of National Advertisers in New York, Council Chairman Stuart Peabody cited the following for their contributions to the Council's projects:

James A. Barnett, Lever Bros., Red Cross Fund drive; Robert W. Boggs, Linde Air Products Co., Religion in American Life; Allan Brown, the Bakelite Co., Crusade for Freedom; Felix W. Coste, Coca-Cola Co., Our Better Schools; Harold L. Curtiss, Shell Oil, U.N. Day; Hayes Dever, Capital Airlines, Ground Observer Corps; Russell Z. Eller, Sunkist Growers, Forest Fire Prevention; Edward G. Gerbic, Johnson & Johnson, Civil Defense; Robert M. Gray, Esso Standard Oil, Future of America; William A. Hart, Advertising Research Foundation, ACTION; Anthony Hyde, Tea Council, Tri-Faith Overseas Relief; Chester H. Lang, General Electric Co., Engineers Wanted; Robert R. Mathews, American Express Co., U. S. Savings Bonds; H. T. Rowe, International Business Machines, Stop Accidents; A. R. Stevens, American Tobacco Co., CARE, and Donald W. Stewart, The Texas Co., Fire Prevention.

RICHARD JONES (c), KXLY-TV Spokane, Wash., vice president-general manager, receives a plaque from P. Hagerty (r) and Pat Riley of Pacific Fruit & Produce for "excellent and superlative" cooperation in Pacific's spots on the station advertising its "Snoboy" fruits and produce. KXLY-TV was one of three stations so honored.

AWARD SHORTS

Arthur Hull Hayes, president of CBS Radio, accepted citation Nov. 1 on behalf of KNX Los Angeles on occasion of station's 35th anniversary, from Los Angeles County Board of Supervisors. Citation was for "contributing richly to the educational, cultural and civil life of a vast region in the Southwest . . . and its ever growing population."

WBT-AM-TV Charlotte, N. C., received award citation from U. S. Air National Guard for "Operation Minuteman" participation. Air National Guard credits stations with alerting "more than 55% of the Air National Guardsmen in the Charlotte area."

Ted Mack, host of ABC-TV's *Original Amateur Hour* (Sun., 9:30-10 p.m. EST), honored yesterday (Sun.) by New York Philanthropic League of United Order of the True Sister for his "exemplary work for youth."

MCA-TV Ltd., N. Y. film firm, presented award from match industry for "distinguished" matchbook advertising.

WEEI-AM-FM Boston *Beantown Varieties* awarded scroll by United Community Services Fund Drive acknowledging effectiveness of two-week Red Feather appeal by m.c. Carl Moore and show crew. Arthur C. King, WEEI production manager, cited by Pilot Dog Foundation for blind training program cooperation.

Red Feather citations for original ideas that helped Washington, D. C., Community Chest campaign were presented representatives of three local stations: Charles D. Bishop, WMAL-TV program manager; Stuart Finley, WRC-AM-FM-TV, and Norman Reed, program director, WWDC-AM-FM.

Johnny Andrews, *Morning Bandwagon* host, WTAM Cleveland, Ohio, awarded Community Chest "Oscar" for air support during last three years.

WGLV (TV) Easton, Pa., was one of several area organizations recently cited by Philadelphia District Army Engineers for flood emergency work last August. General Manager Charles Thon received citation at special tv program, "After the Flood, 1955."

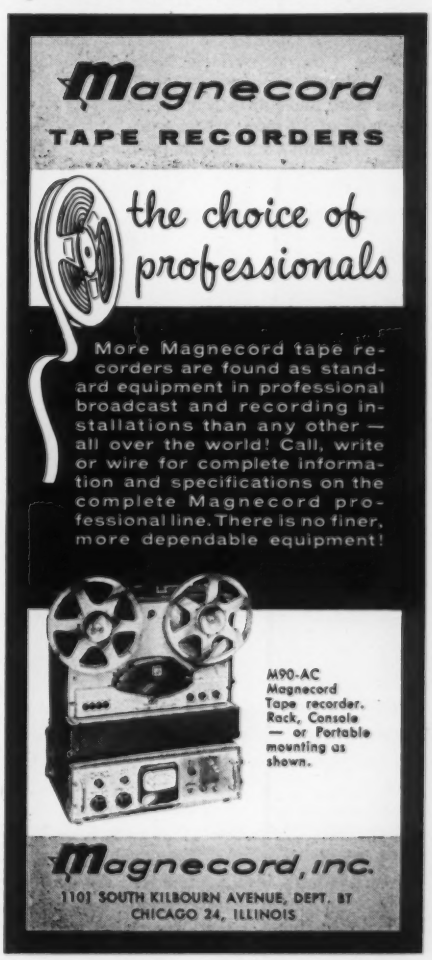
WMGM New York cited by Brooklyn chapter, American Red Cross, for station campaign to "waterproof" New Yorkers against summer swimming and boating accidents.

WIP Philadelphia awarded certificate of citation from Amvets National Service Foundation for "outstanding contributions" to foundation rehabilitation.

Benedict Gimbel Jr., president and general manager, WIP Philadelphia, saluted on his birthday by Pen & Pencil Club with party, giant cake and portrait to hang permanently in club. He is first radio executive so honored by club which claims to be country's oldest newspaper organization.

Jim Todd, KFI Los Angeles farm director, presented gold membership pin by Los Angeles County Farm Bureau in recognition of outstanding service to farmers of Southern California.

"—but Honey, just because KRIZ Phoenix makes housekeeping seem so easy—"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GERMANS PRESSURE FOR COMMERCIAL TV

Long-range blueprint outlined by new company formed by private interests. First step: commercials on present stations during times not now used for existing program schedules.

COMMERCIAL television in Germany appears to be not too far off now. Opinion in favor of commercial stations started rolling with the launching of Independent Television Authority in Britain [B•T Sept. 26, *et seq.*]. Strong industry interests, increasing pressure for commercial tv, have put joint efforts into a company especially set up for the purpose of clearing the road to advertising in German tv.

The new company, Deutsche Fernseh Werbung (German Commercial Television), is gathering facts on costs, possible amount of income from advertising, on various groups resisting commercial tv, on audience approach, etc.

DFW plans encompass two steps. First, existing official German tv stations would carry commercial programs at hours when transmitters under the present limited schedule are off the air. This would extend over a period of two years allowing time to train personnel, gather experience in tv advertising, convince any reluctant segments in audiences that commercial tv is feasible.

The second step calls for construction of eight commercial transmitters to be located in Berlin, Bielefeld, Bremen, Frankfurt, Hamburg, Hannover, Langenberg and Cologne. This would include buying of two trucks for remote broadcasts, studio facilities in Hamburg plus ten cameras. Cost, if German equipment is used, would amount to almost $2 million.

The third and fourth years would bring about launching of 19 more transmitters, spread over all of Germany, and added equipment. Costs for these items would be close to $2.6 million.

In the subsequent two years, another 23 commercial tv stations would start operations, and studios would be opened in Munich, Frankfurt, and Stuttgart. Cost for this phase would be close to $3.5 million. Final step would bring about 30 smaller stations and supplementing facilities costing less than $2 million. Total number of transmitters may be around 80.

Foes of the plan, mainly to be found among non-commercial, official television service, are reported to be fightng the plan by trying to get as many frequencies licensed for non-commercial tv as possible.

In fact, frequencies in the bands I and III (41 to 68 mc and 174 to 223 mc) are already assigned. It's most likely that Germany's commercial tv people will have to move to Bands IV and V (470 to 585 mc and 610 to 940 mc). This, of course, means a need for more transmitters, higher costs, slower pace for introduction of commercial tv and the need for new sets to be bought by viewers.

CANADIAN BROADCASTERS SEEKING MORE SPOT TIME

Acting through CARTB, radio stations will ask that CBC regulations be changed to permit unlimited scheduling of spot announcements in any quarter hour. Present rule: only four.

CANADIAN radio stations will ask the board of governors of the Canadian Broadcasting Corp. to change regulations regarding spot announcements at its Dec. 1 meeting in Ottawa. The board will also hear applications for a new western television station and change of shares in a number of stations.

Present CBC regulations regarding spot announcements allow only four paid spot or flash announcements during any quarter hour. Where stations arrange with CBC representatives they may, in special cases, run more announcements in a quarter hour, with proportionate reduction during other periods.

Canadian stations, through the Canadian Assn. of Radio & Television Broadcasters, will ask for a change in CBC regulation 7, section 2, either by dropping the regulation or modifying it to allow unlimited scheduling of spot and flash announcements in any quarter hour, with a weekly total of four times the number of quarter hours a station operates.

Stations want to be able to use more spot announcements in daytime hours, as there is little daytime television as yet in Canada. During evening hours radio stations do not get as large a percentage of the audience in most Canadian centers, where television is still new.

A new television station is being requested by Twin Cities Television Ltd. at Kamloops, B. C., with 100 w video and 50 w audio on ch. 4. Tower height would be 100 feet.

An experimental tv station license is being requested by Stewart-Warner Corp. of Canada Ltd., on ch. 10 at Belleville, Ont.

CKCW-TV Moncton, N. B., is asking for an increase in power from 5 kw video to 25 kw video, and from 3 kw audio to 15 kw audio, on ch. 2. Antenna is to be 990 feet above average terrain.

CFCY-TV Charlottetown, P. E. I., not yet on the air, is asking for a power increase on ch. 13 from 21 kw video and 12.5 kw audio to 38.6 kw video and 19.3 kw audio, with antenna height to be increased from 401 feet above average terrain to 771 feet.

CKLW-AM-TV Windsor, Ont. (Detroit) has requested permission for an important sale of stock from present individual owners to Paramount Windsor Theatres Ltd., Windsor. The stock transfer would change theoretical control but not mathematical control of station. There would be no change in management. Paramount Windsor Theatres is connected through interlocking directorates with Famous-Players Canadian Corp., Toronto, which owns portions of CKCO-TV Kitchener, and CFCM-TV Quebec.

Sixteen other Canadian stations also are asking for share transfer permission at the CBC board meeting.

CJOB Winnipeg, is requesting an increase in power from 250 w on 1340 kc to 5 kw daytime and 2.5 kw night on 680 kc. CFRG Gravelboug, Sask., is asking for a power increase from 250 w on 1230 kc to 5 kw on 710 kc and change in operation to daytime only. CFRA-FM Ottawa, is requesting a power increase from 383 w on 93.9 mc to 1.1 kw on same frequency with tower from 100 feet to 240 feet above average terrain. CFRA is also requesting a license for an experimental synchronous booster station with 50 w on 560 kc at Almonte, Ont.

Nears 5 Million Count

BRITAIN's tv set total is likely to pass the five million mark by Jan. 1, 1956, if present sales pace remains stable. Latest statistics put total receiver licenses at 4,786,415 on Sept. 1, 1955. Total a year ago was 3,533,698.

CKRS-TV Target Date Nov. 19

CKRS-TV Jonquiere, Que., is scheduled to begin operations on ch. 12 Nov. 19 with 20 kw video and 10 kw audio power. Station is represented by Jos. A. Hardy Co. Ltd., Toronto and Montreal.

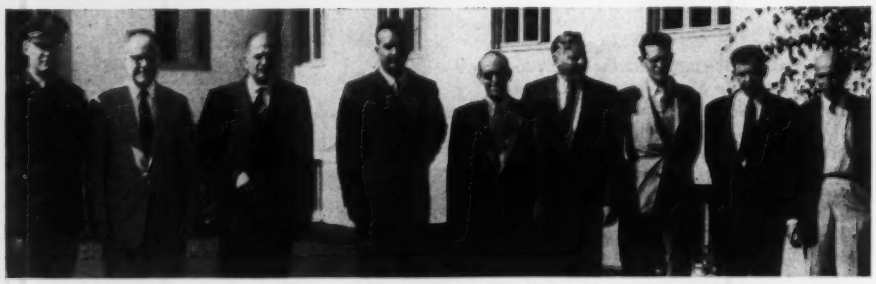
INTERNATIONAL PEOPLE

Jack Daly, sports director of CKOY Ottawa, named manager of station. **Keith Kearney,** salesman, named commercial manager.

R. G. Knowles, assistant supervisor of farm and fisheries broadcasts for Canadian Broadcasting Corp., appointed supervisor, with **R. S. James** as assistant.

Lloyd Moore, manager, CFRB Toronto, to board of directors of Broadcast News Ltd., Toronto, succeeding **Ken Soble,** CHML and CHCH-TV Hamilton.

Norris Mackenzie, vice president in charge of sales, S. W. Caldwell Ltd., Toronto (electronics equipment distributor), resigned to form company in radio-tv program field, with headquarters at Toronto.



ARMED Forces Network engineers gather outside headquarters of American operated Radio Free Europe in Munich, which broadcasts nearly 3,000 hours weekly over 29 transmitters to Communist dominated Poland, Czechoslovakia, Hungary, Rumania and Bulgaria. L to r, including present assignments in West Germany and former stateside association, are Lt. Col. Franklin K. Tourtellotte, commanding officer, AFN, KOAC Corvallis, Ore.; Fred C. Clarke, Frankfurt, KAAA Red Wing, Minn.; Harry Flora, Frankfurt, WILL Urbana, Ill.; Reuben T. Davidson, Stuttgart, KWTO-KGBX Springfield, Mo.; John E. Field, Kaiserslautern, KFRB Fairbanks, Alaska; Frank C. Mortensen, Berlin, U. S. Navy radar specialist; David P. Spaulding, Bremerhaven, U. S. Army microwave specialist; George W. White, Nuernberg, Western Electric, Ft. Worth, and Charles H. Kleinman, Munich, CBS New York.

HAILS FRANCO-AMERICAN VETS

VETERANS' DAY was celebrated Nov. 11 by a special trans-Atlantic hookup between WRCA New York and the government-owned Radiodiffusion-Television Francaise, Paris. A special broadcast, picked up from the U. S. Military Academy at West Point and its French counterpart, l'Ecole Speciale Militaire de Saint-Cyr at Coetquidam, saluted veterans of wars in which both countries fought as allies as far back as 1779. The program was beamed in both French and English, and was heard in New York at 9:30 p.m. EST.

BOOSTS GOOD UHF RECEPTION

INTENSIVE educational campaign to promote proper antenna installations for uhf reception was launched in broadcast and printed media last week by WXIX (TV) Milwaukee. The station arranged a special offer of $29.95 as a complete price for antenna and installation to viewers in its coverage area. WXIX is carrying 170 spots and using 250 radio announcements each week on Milwaukee radio stations WOKY, WEMP and WMIL, as well as Sunday newspaper radio-tv sections, billboards, and *TV Guide* magazine.

WLW PREMIERES 'WORLD NOW'

NETWORK talent and WLW Cleveland staffers, old and added, premiered the station's new *World Now* program concept last week. *World Now* shows are aired four times during the 24-hour broadcast day featuring roving news reports, human interest, special events, music, weather and variety. Full time staffers operate from "Comex," *World Now* nerve center, and one newsman roves the area in a specially equipped "newsroom on wheels" taping features and reporting by remote.

COLOR 'FIRSTS' ACCUMULATE

WDSU-TV New Orleans announces its first local color commercial program, with Maison Blanche department store as sponsor. Mr. Bingle, the store's Christmas personality, is scheduled for colorcasts every Thursday. In Omaha the area's first full color commercial announcement is claimed by KMTV (TV) Omaha, which colorcast commercial for Monte White Inc., DeSoto-Plymouth dealer. WBAL-TV Baltimore used color equipment to project a closed circuit dealer meeting for a sponsor, Felton Sibley Paint Co. The closed circuit colorcast also included a show presentation.

Colorful Promotion

RADIO-TV and related industries were "jumping" in San Francisco the morning of Oct. 24 when an item appeared in a city newspaper stating that "an amazing new local color entertainment development will be introduced by a local station. This new fully compatible development will mean that color programs can be received on presently installed sets without any attachment or adjustment."

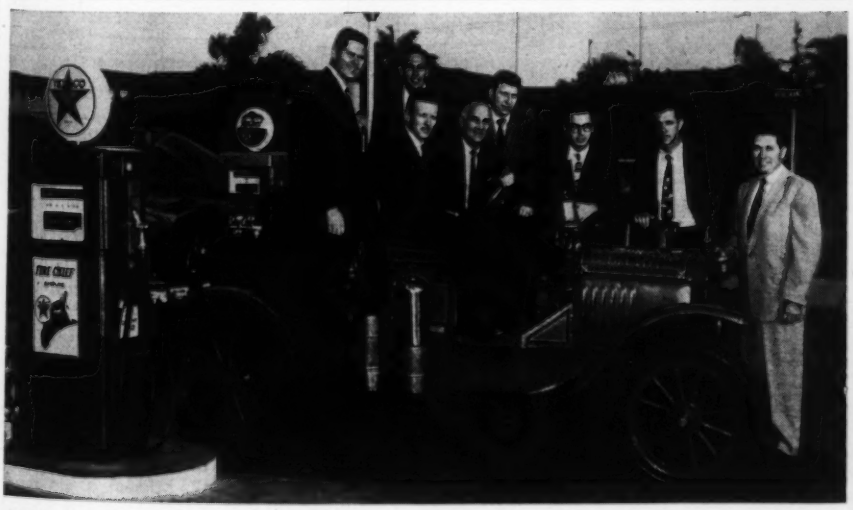
Within hours, investigators from major manufacturers were checking every possible source for more information—tv technicians said that this was *not* possible.

The next day, a generalized statement was issued through Arlett-Keating (publicity firm) telling the same story and setting the date for the first demonstration for "a limited, selected few." Industry men fought for inclusion in the select few.

The demonstration turned out to be KYA San Francisco's new ColoRADIO development—a format wherein all its programs are broadcast in color, meaning, according to the station, "done by 'colorful' personalities in 'colorful' program structures." KYA's station breaks now carry the slogan "First in ColoRADIO."

MAGAZINE COVERS WBT PLANT

NEW PLANT of WBT-AM-TV Charlotte, N. C., was pictured in September *Interior Design* magazine which described the atmosphere as "timeless." The magazine devoted six pages to picture layout and description of the new Jefferson Standard Broadcasting Co. home.



TOM HARMON, former All-American from Michigan U. and sportscaster on *Texaco Sports Final* (5:30-5:45, 6 days a week, Columbia Pacific Regional Network), visited KFMB San Diego and took a tour of area Texaco stations in a 1912 Model-T fire truck. Seated in the truck are W. S. Elliott (l), Texaco zone manager and Mr. Harmon. Standing (l to r): A. M. Mortensen, KFMB manager; Grant L. Sewall, announcer, Leonard Corbosiero, director and Robert Panella, writer, all of *Sports Final* staff; Virgil Clemons, KFMB account executive, and Ivor deKirby, Pearson Ford, which furnished the fire truck.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

BMI
MILESTONES
for December
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the December package commemorates a special event of national importance.
"LATIN AMERICAN CARNIVAL"
December 3, 1955
"THE FINNISH MASTER OF SYMPHONIES"
(Sibelius' 90th Birthday)
Born: December 8, 1865
"FUN WITH MUSIC"
(Best Jokes of 1955)
December 24, 1955
"YEAR END REVIEW—1955"
December 31, 1955
"Milestones" is available for commercial sponsorship—see your local stations for details.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

JAYCEES MAN KMON MIKES

STAFFERS at KMON Great Falls, Mont., got a vacation recently when the local Junior Chamber of Commerce manned the station for Jaycee Day. Great Falls business and professional men ran KMON from sign-on to sign-off, sold time and collected revenue for congratulatory ad messages.

'SPECIAL DAYS' ADDS CALENDAR

U. S. CHAMBER of Commerce *Special Days, Weeks and Months in 1956*, just issued, carries a new companion piece "Trade Promotion Planning Calendar." The spiral-bound block-style calendar was prepared to give additional help to businesses and radio-tv stations, with space provided for local plans and national tie-in promotions. *Special Days* booklet and calendar are available for 50 cents from Domestic Distribution Dept., Chamber of Commerce of the U. S., 1615 H St., N. W., Washington 6, D. C.

WDSM-TV DELIVERS THE BACON

DULUTH, Minn., tv sponsors, 150 of them, got a good morning treat from WDSM-TV for the local premiere of NBC-TV *Today* with Dave Garroway. The station sent breakfast boxes of bacon, eggs, pancake flour and syrup to its clients for the 7 a.m. sign-on.

The Big Play

RECORD COMPANIES and KEAR San Francisco have hatched a mutually beneficial fall disc promotion scheme. During the entire month of October only RCA Victor labels were heard on the Bay area "good music" station, and Columbia Records get the same play through November. Dealer announcements rotate through the day and evening with all other commercial programs and sustainers featuring the label of the month. Stephen A. Cisler, KEAR president, thinks this is the first time a station has programmed a solid month from a single label. October saw more than a thousand RCA Victor classical items played during 434 broadcast hours on KEAR. *Program*, the station's monthly published guide, is carrying double truck ads by the featured firms.

KANG-TV OFFERS OFFBEAT AD

AN INNOVATION in advertising is claimed by KANG-TV Waco, Tex., with insertion of a full-page color ad in the Waco *Tribune-Herald* giving the station's monthly program log in detail, including sponsor information. The page includes pictures of stars and is designed to be kept in the home for reference.

30TH BIRTHDAY FOR WRVA

MORE than 8,000 well-wishers attended the bon voyage party staged by WRVA Richmond, Va. for the station-sponsored cruise marking the beginning of WRVA's 30th anniversary celebration. It was the first ocean-going liner to leave Port of Richmond en route to the Caribbean. Contests. And 30-year Virginia reviews highlighted subsequent anniversary observance, climaxed with an hour broadcast Nov. 2 on which state officials and Galen Drake of CBS appeared.

AUDIO SAVES THE SHOW

POWER went off, the picture black, but the show went on for WFBM-TV Indianapolis last month when electric service was disrupted for nearly an hour. Quick-acting crews moved talent and microphones into the studio lobby a few feet away and using emergency power carried on with a "remote simulcast" in sound. Although there was no light in the makeshift lobby studio, musical performers carried on, dispelling gloom with business-as-usual performances.

KCMO FANS CIRCLE GLOBE

ROUND THE WORLD FARM TOUR, led by Jack Jackson, director of agriculture for KCMO-AM-FM-TV Kansas City, Mo., left Nov. 1 on a tour that will take 23 participants through Europe, Asia and Near East. The KCMO travelers will be the first farm group to see agriculture as it operates in communist Yugoslavia.

AUTO DEALERS BACK S-D DAY

NATIONAL Automobile Dealers Assn. has sent a safety promotional kit to member groups, highway and safety chairmen, looking toward a national accident-free Safe-Driving Day Dec. 1. The kit is a soup-to-nuts collection of materials for exploiting Safe-Driving Day as backed by the President's Committee for Traffic Safety. Included are suggested ads for radio-tv and press, organizing aids for safety clubs, teenage-parental contracts for family car use, displays and guidance for S-D Day publicity.

The Wise Buys

KBIG BOOSTS BUICKS

SALES of new Buicks increased from 30 to 60 per month for Avalon Motors, Wilmington, Calif., after just eight weeks of radio spot announcements on KBIG Catalina, according to Jack Frost, account executive for Hunter-Willhite & DeSantis agency, Long Beach, which handled the account.

Using 100 spots a month, at a cost of $1,200, Avalon obtained sales from several surrounding cities as a result of the KBIG spots.

INVESTMENT PAYS

INVESTMENT of $8,000 with KFDA-TV Amarillo, Tex., brought a return of $526,227 in 13 hours for Garner-Randall, Cadillac-Oldsmobile agency of that city.

At the suggestion of KFDA-TV representatives, the agency sponsored an all-night "Olds-A-Thon," which featured actual sales on the air, to sell as many of the 1955 models as possible before the 1956 line was introduced. The show, telecast from the agency showroom with musical talent, drew 1,500 spectators and sold 131 new automobiles.

SPOT SKYROCKETS SALES

A ONE MINUTE spot advertisement once a week on KINE Kingsville, Tex., is paying off in dollars for Gene Underbrink, Kingsville agent for the Great National Life Insurance Co.

Mr. Underbrink's spots, which cost $3 each, are used on a program that reports Kleberg County births, and in addition to the radio time, the insurance agent is given a list containing the parents' address, type of jobs held and how many other children are in the family.

"I've written about $600 premium income as a direct result of the program," he reports. "This has cost me about $50 so far, and I still have quite a number of callbacks to make on prospects derived from an ever-growing list."

The spots are written by E. J. Haling, Dallas, public relations firm.

QUICK SUCCESS

NOTHING succeeds like success, especially when it marks an advertiser's first use of television. WSJV (TV) Elkhart, Ind., reported that Riverside Motors, local Oldsmobile-Cadillac dealer, went into tv for the first time with the *Million Dollar Movies* series of General Teleradio. After the first telecast, according to R. J. Gillespie, station relations director, the dealer reported the sale of 29 new and 19 used cars.

RECIPROCAL AGREEMENT

ANNOUNCING specially priced tickets, $4 seats for $3, a Boston concert manager purchased 10 spots on WCRB that city, and at the same time made an agreement with the station. WCRB agreed to repeat with free spots if the original 10 did not sell the block of cut-rate tickets until all were sold. At the same time, the concert manager agreed to offer as many tickets as WCRB could sell in the 10 spots. Result: The printer's order was doubled for the specially priced tickets, all of which were sold by the original spots.

Station Authorizations, Applications

(As Compiled by B • T)

November 3 through November 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of October 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,768	519	145
Cps on air	20	20	†328
Cps not on air	110	14	110
Total on air	2,788	539	473
Total authorized	2,898	553	583
Applications in hearing	147	1	171
New station requests	235	9	35
New station bids in hearing	98	0	112
Facilities change requests	142	5	49
Total applications pending	843	142	293
Licenses deleted in Oct.	0	4	0
Cps deleted in Oct.	1	1	0

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Nov. 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,784	2,778	188	272	160
Fm	539	256	44	17	3

Tv Summary Through Nov. 9
Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	294	315	609[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	102	434
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	963	337	760	539	1,300[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	792	567	1,360[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 643 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Twin Falls, Idaho—Magic Valley Tv Corp. granted vhf ch. 13 (210-216 mc); ERP 12.3 kw vis., 6.17 kw aur.; ant. height above average terrain 588 ft., above ground 218 ft. Estimated construction cost $86,374, first year operating cost $92,000, revenue $125,000. Post office address 709 Idaho St., Boise. Studio and trans. location Flat Top Butte, 4.75 miles E. of Jerome, Idaho. Geographic coordinates 42° 43' 48" N. Lat., 114° 24' 52" W. Long. Trans. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer H. W. Toedtmeler, Boise. Principals include KIDO Inc. (60%), operator of **KIDO-AM-TV Boise**; Radio Bcstg. Corp. of Idaho (40%), operator of **KTFI-AM-FM Twin Falls**; Pres. **George M. Davidson**, pres. 90.6% owner of KIDO; Vice Pres. **Florence M. Gardner**, pres. of **KTFI** and 18.2% stockholder **KESI-AM-FM Pocatello, Idaho**, and Sec.-Treas. **Walter E. Wagstaff**, vice pres.-9.3% stockholder KIDO. Granted Nov. 9.

Existing Tv Stations . . .

ACTIONS BY FCC

KNOX-TV Grand Forks, N. D.—Granted cp for ERP of 2.95 kw vis., 1.48 kw aur. with ant. 220 ft. above average terrain expiring May 4, 1956. Granted Nov. 7.

WEOL-TV Elyria, Ohio—Granted extension of time to Jan. 16, 1956, to complete construction on ch. 31, mod. of cp to move trans. from LaPorte to Elyria, change ERP from 95.5 kw vis., 51.3 kw aur. to 85.2 kw vis. and 46.8 kw aur. and change ant. height from 380 ft. to 280 ft. Granted Nov. 9.

APPLICATIONS

KVAR Mesa, Ariz.—Seeks mod. of license to change studio location to 1101 N. Central, Phoenix, Ariz. Filed Nov. 4.

WJIM-TV Lansing, Mich.—Amended to make further changes in ant. Ant. height above average terrain 977 ft. Filed Nov. 7.

KWK-TV St. Louis, Mo.—Seeks cp to change trans. location to rural area, Ave. H, north of Reavis Barracks Rd., near St. Louis, Mo., make ant. and other equipment changes. Ant. height above average terrain 1,113 ft. Filed Nov. 4.

APPLICATION AMENDED

KPAR-TV Sweetwater, Tex.—Filed amendment to change trans.-studio location from U. S. 80, five miles east of city limits, near Sweetwater, make ant. and other equipment changes. Trans. location description is same but change is in coordinates and slight move. Filed Nov. 4.

PETITIONS

WISE-TV Asheville, N. C.—Petitions FCC to amend (1) Sec. 3.607 (b) by adding: "The provisions of this paragraph are not applicable to flexibility assignments"; (2) and also by assigning ch. 2 to Asheville, N. C., and modify permit of WISE-TV to specify operation on ch. 2 in lieu of ch. 62. Petition also requesting addition of new Sec. 3.609 dealing with amendment of table of assignments and flexibility of assignments. Announced Nov. 4.

WTSK-TV Knoxville, Tenn.—Petitions FCC to amend Sec. 3.606 (b) by following alternative proposals: (a) delete ch. 7 at Spartanburg, S. C., and assign to both Knoxville, Tenn., and Columbia, S. C.; (b) delete ch. 7 from Spartanburg, S. C., and assign to Knoxville, Tenn., and Augusta, Ga. Announced Nov. 4.

New Am Stations . . .

ACTIONS BY FCC

Pell City, Ala.—St. Clair Bcstg. System granted 1430 kc, 1 kw D. Post office address Box 1662, Birmingham, Ala. Estimated construction cost $14,431, first year operating cost $16,500, revenue $30,000. Principals in general partnership are: **William D. Frink** (50%), used car dealer; **Fred L. Kelley** (20%), grocer; **John H. Haynes** (20%), engineer **WMLS Sylacauga, Ala.**, and **Glinn Pruitt** (10%), painter. Granted Nov. 2.

Selma, Ala.—Central Ala. Bcstg. Co., granted 1570 kc, 1 kw D. Post office address 1501 Broad St., Selma. Estimated construction cost $12,989, first year operating cost $36,000, revenue $48,000. Sole owner **Roland Jordon Jr.** is former chief engineer at **WCRL Oneonta, Ala.** Grant is conditioned that program tests not be authorized until **WETV Wetumpka, Ala.**, commences program tests on 1250 kc and station not be licensed until WETV is licensed on 1250 kc. Granted Nov. 2.

Scottsdale, Ariz.—Scottsdale Bcstg. Co. granted 1440 kc, 1 kw D. Post office address 47 Pima Plaza, Scottsdale. Estimated construction cost $25,600, first year operating cost $40,000, revenue $50,000. Principals in equal ownership are Pres. **Niblack Thorne**, Vice Pres. **Roland D. Feltman**, Sec.-Treas. **Mabel Weirich, Gray Madison** and **Harry Wetzel.** All are engaged in non-broadcast occupations. Granted Nov. 9.

Oceanside, Calif.—San Luis Rey Bcstg. Co. granted 1320 kc, 500 w unl. DA. Post office address 307 North Hill St., Oceanside. Estimated construction cost $36,321, first year operating cost $60,000, revenue $70,000. Principals are Pres. **C. W. Shancks** (33.3%), hardware and applicance retailer; Vice Pres. **Nathaniel P. Maurer** (33.3%), real estate owner, and Sec.-Treas. **Walter M. Johnson** (33.3%), real estate and banking interests. Granted Nov. 2.

DeFuniak Springs, Fla.—Euchee Valley Bcstg. Co. granted 1280 kc, 5 kw D. Post office address P. O. Box 202, Crestview, Fla. Estimated construction cost $42,250, first year operating cost $30,000, revenue $40,000. Principal is **W. D. Douglass**, news editor **WCNU Crestview.** Granted Nov. 9.

Indialantic-Melbourne, Fla.—Melbourne On The Air Inc. granted 1050 kc, 500 w D. Post office address Box 36, Melbourne. Estimated construction cost $33,612, first year operating cost $73,830, revenue $75,830. Principals are Pres. **Richard M. Fairbanks** (50%), 51% owner **WIBC Indianapolis, Ind.**, and Sec.-Treas. **Rudi Oudshoff** (50%), realtor. Granted Nov. 2.

Bremen, Ga.—West Georgia Bcstg. Co. granted 1440 kc, 500 w D. Post office address P. O. Box 78, Bremen. Estimated construction cost $21,200, first year operating cost $24,000, revenue $36,000. Principals are **J. J. Mangham Jr.** (33.3%), retail grocer, **E. E. Hubbard** (33.3%), salesman and director, pants company, and **G. E. Wasdin** (33.3%), attorney and other business interests. Granted Nov. 2.

Boise, Idaho—Radio Boise Inc. granted 740 kc, 500 w D. Post office address Hotel Boise. Estimated construction cost $14,761, first year operating cost $30,132, revenue $41,400. Principals include Pres. **Roger L. Hagadone** (49%), general manager **KJRL Pocatello, Idaho**; Vice Pres. **Richard K. Mooney** (49%), Idaho Press Assn., secretary. Granted Nov. 2.

Anoka, Minn.—Anoka Bcstg. Co. granted 1470 kc, 1 kw D. Post office address 105½ E. Broadway, Little Falls, Minn. Estimated construction cost $31,600, first year operating cost $54,000, revenue $60,000. Principals include Pres. **John H. Lemme** (60%), 75% owner **KLTF Little Falls, Minn.**, and Vice Pres. **Oscar Lemme** (20%), 25% owner KLTF. Granted Nov. 2.

O'Neill, Neb.—Holt County Bcstg. Corp. granted 1400 kc, 250 w unl. Post office address 250 Jefferson St., O'Neill. Estimated construction cost $6,306, first year operating cost $27,000, revenue $35,000. Principals are: **Russell M. Stewart** (50%),

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois RA 6-3688

33.3% owner **KNEB Scottsbluff, Neb.**, and 16⅔% owner **KOLR Sterling, Colo., Robert D. LaRue Sr.** (50%), 8.59% owner **KFTM Fort Morgan, Colo.**, and Les Weber, KNEB salesman. Granted Nov. 2.

Conway, N. H.—WJWG Inc. granted 1050 kc, 1 kw D. Post office address Littleton, N. H. Estimated construction cost $28,877, first year operating cost $35,000, revenue $45,000. Principals include Pres. **John W. Guider** (95.3), 99% owner **WMOU-AM-FM Berlin, N. H.**, and 9.7% owner **WMTW (TV) Poland Spring, Me.**; **Mrs. Guider** (Treas., 4.7%), owns less than 1% of WMOU-AM-FM. Granted Nov. 2.

Abbeville, S. C.—Abbeville Bcstg. Co. granted 1590 kc, 1 kw D. Post office address Box 1482, Tryon, N. C. Estimated construction cost $15,725, first year operating cost $22,860, revenue $37,960. Equal partners are **Mildred Allen** and **Edithe Mooneyham**, co-owners of **WTYN Tryon**. Granted Nov. 9.

Waupaca, Wis.—Chain O' Lakes Bcstg. Corp. granted 1320 kc, 1 kw D. Post office address P. O. Box 201, Waupaca. Estimated construction cost $15,200, first year operating cost $38,000, revenue $48,000. Principals include Pres. **Joseph Gazerowitz** (40%), clothing retailer; Sec.-Treas. **Harry Gorwitz** (24%), raw fur dealer, and Vice Pres. **Harry E. Vose** (16%), engineer. Granted Nov. 2.

APPLICATIONS

Willimantic, Conn.—The Windham Bcstg. Co., 1400 kc, 250 w unl. Post office address 770 Main St., Willimantic. Estimated construction cost $17,306.77, first year operating cost $56,000, revenue $64,000. Principals are **Roland A. Goyette Sr.** (49%), 34% owner **WPCT Putnam, Conn., Roland A. Goyette Jr.** (1%), 1% owner WPCT, and **Rene Cote** (50%), 39% owner WPCT. Filed Nov. 9.

Sanford, Fla.—Radio South Inc., 690 kc, 1 kw D. Post office address P. O. Box 768, Kissimmee, Fla. Estimated construction cost $12,645, first year operating cost $36,000, revenue $54,000. Principals are Pres. **Emerson W. Browne** (25%), owner **WSFB Quitman, Ga., WRWB Kissimmee**, and one-third owner **WCLB Camilla, Ga.**, Sec. **John A. Boling** (50%), owner of **WQIK Jacksonville, Fla.**, and Treas. **Sarah A. Browne** (25%), former one-third owner **WKKO Cocoa, Fla.** The Brownes are husband and wife. Filed Nov. 9.

Gainesville, Ga.—Hall County Bcstg. Co., 1580 kc, 5 kw D. Post office address 535 N. Bradford St., Gainesville. Estimated construction cost $31,106.37, first year operating cost $25,000, revenue $30,000 Principals are **Ernest H. Reynolds Jr.**, movie house assistant manager, **Bob Phillip Gordon**, partner in retail dry goods store, **D. T. Pethel Jr.**, loan, automobile and real estate interests. Official titles and percentage of ownership not available. Filed Nov. 8.

Mansfield, Ohio—Mansfield Bcstg. Corp., 1570 kc, 250 w D. Post office address 1600 Northgate Rd., Springfield, Ohio. Estimated construction cost $11,350, first year operating cost $25,000, revenue $35,000. Applicant is wholly-owned by **Frederick Eckhardt**, radio technician for state of Ohio. Filed Nov. 9.

Existing Am Stations . . .

ACTIONS BY FCC

WNER Live Oak, Fla.—Application for mod. of cp to make changes in ant. system returned by FCC as unnecessary. Returned Nov. 9.

WHFB Benton Harbor, Mich.—Granted mod. of cp to change designated location of station to Benton Harbor-St. Joseph, Mich. Operates on 1060 kc, 1 kw D. Granted Nov. 9.

KWJJ Portland, Ore.—Granted change in DA-N in connection with operation on 1080 kc, 10 kw, DA-2 unl. Granted Nov. 9.

WATO Oak Ridge, Tenn.—Application for license to cover cp which authorized change in trans.-studio location and operate trans. by remote control returned. Sec. II dated after verification of application. Announced Nov. 4.

KSEY Seymour, Tex.—Granted increase in power from 100 w to 250 w, operating on 1230 kc, unl. Granted Nov. 2.

WSYB Rutland, Vt.—Granted change of operation on 1380 kc, from 1 kw DA-N unl. to 1 kw N, 5 kw LS, DA-N unl. Granted Nov. 9.

APPLICATIONS

KAVL Lancaster, Calif.—Seeks cp to change from 1340 kc to 610 kc with increase in power from 250 w to 500 w N, 1 kw D and install DA-2. Filed Nov. 7.

WELI New Haven, Conn.—Seeks cp to increase D power from 1 kw to 5 kw. Filed Nov. 7.

WBEE Harvey, Ill.—Seeks cp to increase power from 250 w D to 1 kw D and install DA. Filed Nov. 8.

WBOC Salisbury, Md.—Seeks cp to increase D power from 1 kw to 5 kw and change from using DA-N to DA-2. Filed Nov. 7.

WKMF Flint, Mich.—Seeks cp to increase D power from 1 kw to 5 kw and change from DA-1 to DA-2. Filed Nov. 7.

WMOX Meridian, Miss.—Seeks cp to change from 1240 kc to 1010 kc, change from 250 w to 5 kw and change hours of operation from unl. to D. Filed Nov. 4.

WBAW Barnwell, S. C.—Seeks cp to increase power from 250 w to 500 w. Filed Nov. 8.

KWHO Salt Lake City, Utah—Seeks mod. of cp to change studio location and remote control point and make ground system changes. Filed Nov. 7.

KITI Chehalis, Wash.—Seeks mod. of license to change name of licensee to KITI Corp. Filed Nov. 4.

KGU Honolulu, Hawaii—Seeks cp to increase power from 2.5 kw to 10 kw, change ant.-trans. location, increase ant. height (employing common tower with **KULA**) and operate trans. by remote control from Advertiser Sq., South St. and Kapiolani Blvd., Honolulu. Filed Nov. 9.

CALL LETTERS ASSIGNED

WCAS Gadsden, Ala.—Etowah Broadcasters Inc., 570 kc, 1 kw D. Changed from WGWD effective Jan. 1, 1956.

KWOW Pomona, Calif.—Valley Bcstg. Co., 1600 kc, 1 kw LS, 500 w N. Changed from KBUZ effective Nov. 15.

WSYL Sylvania, Ga.—Sylvania Bcstg. System, 1490 kc, 250 w unl.

KVOE Emporia, Kan.—Lyon County Bcstg. Co., 1400 kc, 250 w unl. Changed from KTSW effective Jan. 1, 1956.

WABL Amite, La.—Amite Bcstg. Co., 1570 kc, 500 w D.

KEVL White Castle, La.—Big League Bcstg. Co., 1590 kc, 1 kw D.

KGRT Las Cruces, N. M.—Taylor Enterprises Inc., 570 kc, 1 kw D.

WMES Union City, Tenn.—Obion County Bcstg. Co., 1580 kc, 250 w D.

KLUB Salt Lake City, Utah—Utah Bcstg. & Television Co., 570 kc, 5 kw unl. Changed from KUTA effective Jan. 1, 1956.

KRIV Camas, Wash.—Camas Washougal Radio, 1480 kc, 1 kw D.

New Fm Stations . . .

ACTIONS BY FCC

Phoenix, Ariz.—James T. Ownby granted 98.5 mc, 1.45 kw unl. Post office address 103 Mayer-Heard Bldg., Phoenix. Estimated construction cost $5,050, first year operating cost and revenue not given. Mr. Ownby owns **KONI Phoenix, WJXN Jackson, Miss.**, and 40% of **WDOB Canton, Miss.** Granted Nov. 9.

Central City, Ky.—Muhlenberg Bcstg. Co., granted 101.9 mc, 21.5 kw unl. Post office address P. O. Box 325, Central City. Estimated construction cost $10,200, first year operating cost $3,000, revenue not given. Applicant is licensee of **WNES Central City**. Principal owner **V. R. Anderson** is licensee of **WBRT Bardstown, Ky.** Granted Nov. 2.

Columbus Bay, Christiansted, St. Croix, Virgin Islands—West Indies-Caribbean Radio granted 100.1 mc, 780 w unl. Post office address Kingshill Post Office, St. Croix, Virgin Islands. Estimated construction cost $8,400, first year operating cost $10,950, revenue $15,000. Applicant is wholly-owned by **Mary Louise Vickers** who holds cp for **WICR Cruz Bay, St. John, Virgin Islands.** Granted Nov. 2.

Existing Fm Stations . . .

ACTIONS BY FCC

WBYS-FM Canton, Ill.—Call letters deleted. Action Nov. 3.

KSO-FM Des Moines, Iowa—Call letters deleted. Action Nov. 3.

CALL LETTERS ASSIGNED

KSPC (FM) Claremont, Calif.—Pomona College, 90.7 mc, 10 w.

WDOX (FM) Dover, Del.—Delaware State Capital Bcstg. Corp., 94.7 mc, 9.4 kw. Changed from WDOV-FM.

Ownership Changes . . .

ACTIONS BY FCC

WSGN-AM-FM Birmingham, Ala.—Granted assignment of license to Winston-Salem Bcstg. Co. for 134 months (11 years, 2 months) for a total lease price of $250,000 with option at end of five years to purchase station for $123,500. Descending scale prevails so selling price of station decreases with time. Purchaser is licensee of **WTOB Winston-Salem, N. C.**, and holder of cps for **WTOB-TV Winston-Salem** and **WOTV (TV) Richmond, Va.** Granted Nov. 9.

KSDA Redding, Calif.—Granted transfer of control through sale of 51% interest to equal partners **Betty Maxine Farrelle** and **Edith Irene Walters** for $16,500. Principals are former partners in radio station equipment sales and consultancy. Granted Nov. 3.

WDBF Delray Beach, Fla.—Granted transfer of control (90%) to T. K. Cassel & Assoc. for $11,000. Seven equal principals include Pres. **Thompson K. Cassel**, vice pres-dir., **WCHA-AM-FM-TV Chambersburg, Pa.**, owner **WATS Sayre, Pa.**, managing partner **WTVE (TV) Elmira, N. Y.**, and executive vice pres. **WOND Pleasantville, N. J.**; **Harry J. Daly**, stockholder **WOKE Oak Ridge, Tenn., WMLV Millville, N. J.**, and **WTOW Towson, Md.**; Executive Vice Pres. **Harlan G. Murelle**, pres. WOND; Sec.-Treas. **Myron W. LaBarr**, sec.-treas. WOND, and **Donald Simmons**, WOND director. Granted Nov. 9.

WABR, WEAL-TV Winter Park, Fla.—Granted acquisition of positive control by **R. H. Gunckel Jr.**, present owner of 40% of stations. Transferor **Carmen Macri** is selling his 40% interest for $20,000. Half of Mr. Macri's holdings will go to Mr. Gunckel and the other half to present 20% stockholder **James H. Sawyer**. Granted Nov. 3.

KVNI Coeur d'Alene, Idaho—Granted transfer of control to **Alan Pollock** for $152,589.78. Mr. Pollock is 6.5% owner and program manager of **KBET-TV Sacramento, Calif.** Granted Nov. 9.

WQUA Moline, Ill.—Granted assignment of license to WQUA Inc. Corporate change only; no change in control. Granted Nov. 9.

WJVA South Bend, Ind.—Granted assignment of license to **Booth Radio & Television Stations Inc.** for $103,000. Booth is licensee of **WJLB Detroit, WBRI (FM) Detroit, WBBC Flint** and **WSGW Saginaw**, all Mich., and is applying for new tv in Parma, Mich., new am in Lansing, and transfer of control of **WTOD-WTRT (FM) Toledo, Ohio.** Granted Nov. 9.

WMIC Monroe, Mich.—Granted assignment of cp to Radio Station WMIC. Each of three partners contributes $18,000 as initial capital. Principals are brothers **Charles S. McIntyre** (present cp holder), **Brouwer D. McIntyre**, and **William D. McIntyre**, none with other broadcast holdings. Granted Nov. 9.

KHMO Hannibal, Mo.—Granted assignment of license to Mount Rainier Radio & Television Bcstg. Corp. for $40,000 plus assumption of $42,250 in notes. Mount Rainier is licensee of **KJR Seattle, Wash.** See purchase of **KXL Portland, Ore.**, below. Principals include **Lincoln Dellar**, 100% owner **KXOA-AM-FM** Sacramento, Calif., and applicant for new tv at Redding, Calif. Granted Nov. 9.

KRTN Raton, N. M.—Granted assignment of license to Colfax County Bcstg. Co. for $50,000. Sole owner is **W. Lloyd Hawkins**, 20% owner **KTNM Tucumcari, N. M.**, and 50% owner **KHOB Hobbs, N. M.** Granted Nov. 9.

WENE Endicott, N. Y.-WDOS Oneonta, N. Y.—Granted involuntary transfer of stock to **Nikolai Sokoloff** and **James H. Ottaway**, co-executors of estate of late Mrs. Ruth O. Sokoloff. Granted Nov. 3.

KXL Portland, Ore.—Granted transfer of control to Mount Rainier Radio & Television Bcstg. Corp. for $450,000. Mount Rainier is licensee of

(Continues on page 121)

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There is ONLY ONE station
Which gives you
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To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
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RADIO

Help Wanted

Managerial

Sales manager for established fulltime station in large southeastern metropolitan market programming entirely to the negro audience. Box 420E, B•T.

Manager—strong on sales—small market—100 miles from New York. Salary and commission. Box 425E, B•T.

Manager-sales manager—midwestern net affiliate, small-medium market looking for good manager who can sell. Substantial income to right man. Send photo, complete resume, background and references. Confidential. Box 452E, B•T.

Wanted: An aggressive sales manager for 5 kilowatt progressive independent in the southeast. The man we seek is a hard working, "idea man." He will supervise a small sales staff, and will devote a great amount of his time to selling. The amount of compensation is open, because we are looking for a "Sales Manager", not a public relations man. Excellent working conditions. Box 460E, B•T.

Do You Know?

There are three roads that lead to station management:

1. Work your way up through the sales department by building a record of sales achievements while proving you are a "self-starter" with imagination and a sense of responsibility.

2. Buy a station.

3. Marry the Boss's daughter.

If you have a successful sales record and "roads" two and three are not open to you, we would like to get acquainted. A letter outlining your background, sales record, and present earnings can be the turning point in your career. You may be ready for a better sales position or management responsibility.

We are also looking for young men with imagination and character, who know programming and the techniques of successful radio or TV air selling. If the station with which you are now affiliated will not give you an opportunity to sell time, we may be able to start you on "road" one to management by placement in your first sales position.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE AND STAFF POSITIONS WITH TV AND RADIO STATIONS.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Commercial manager desiring progression to manager for daytime independent on 800 kcys, 1000 watts in Portland, Oregon, KPDQ. Salary plus commissions plus bonuses. Guarantee to start. Proven possibility over $15,000 per year. Only conscientious, responsible, non-floaters with experience need apply. Position open immediately.

Salesmen

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 243E, B•T.

Florida station has terrific opportunity for salesman to become sales manager and eventually manager. Progressive station in growing market of the sunshine state. We guarantee salary. Box 426E, B•T.

Southwestern network affiliate in a good small market wants experienced sales representative to take full charge of commercial department under a good 15% commission arrangement. Give full details and photo first letter. Box 435E, B•T.

5000 watt Oregon affiliate requires competitive, aggressive salesman-announcer with low pressure air delivery. Executive future. Box 436E, B•T.

Successful, thoroughly experienced salesman, Michigan daytime independent. $400.00 guarantee. No competitive tv, great opportunity, resume, photo and references. Box 464E, B•T.

Salesman:—earnings depend on your ability only. WMRE, Monroe, Ga.

Experienced salesman wanted to sell and service station's top local active and potential list of accounts. Weekly guarantee, 15% commission above guarantee. This is a $13,000.00 and up position. Michigan's second and most prosperous market. Ability more important than long experience. Opening due to promotion. Send full resume in first letter to Manager, WTAC, Flint, The Big Station, Inc., 740 South Saginaw Street, Flint, Michigan.

Good earnings with growth possibilities. Permanent. Personal interview required. WVOS, Liberty, N. Y.

Announcers

Help wanted: Unusual opportunity for announcer-program director of experience. Must be top morning man capable handling news, musical clock, and ab-lib disc jockey shows on network regional station with opportunity to work into tv station now under construction. Immediate opening. Send photo, complete background, references and tape. Only top experienced persons need apply. Box 398E, B•T.

Announcer-engineer. 1st phone. Immediate opening, midwest 1000 watt network affiliate. Send tape and resume to Box 429E, B•T.

Engineer-announcer. 1st phone. Immediate opening midwest 1 kw network affiliate. Send tape and resume to Box 430E, B•T.

5000 watt Oregon network affiliate requires experienced combo with network voice, low pressure delivery. Box 437E, B•T.

Announcer wanted both radio and tv—top flight personality type of announcer for deep south vhf-tv-radio operation. Base salary plus talent arrangement with annual minimum quarantee. Box 455E, B•T.

Minnesota station wants good quality, production minded, dependable staff announcer. Send tape, photo and information of background immediately. Box 462E, B•T.

Immediately: Far above average announcer. Virginia network affiliate. Start $75 forty hours, $5 week increase quarterly first year. Pleasant conditions. No prima donnas, specialists, floaters. Tape emphasizing commercials, details first letter. Box 466E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcer with first phone. College town 50 miles from Kansas City. Staff has long tenure. KARE, Atchison, Kansas.

Opportunity for good experienced, married, morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

Wanted immediately. Young man to work into PD. Must handle some news, records and write ads. Year experience preferred but not necessary. Start salary approx. $70.00. Call E. C. Krebsbach, KGCX, Williston, N. D. 3-3778.

Announcer-engineer with 1st class ticket. $90 per week. Send tape and resume. KGHF, Pueblo, Colorado.

Wanted immediately: Combo man, first ticket. Salary $400 per month, 48 hours week. No maintenance. Announcing ability prime requisite. Station in business twenty years. Increasing power to 5000 watts December first. Mutual affiliate. Wire or call collect, KIUP, Durango, Colo., Phone 117.

Announcer with experience in all announcing phases. Experienced in news and selling. Married man preferred. Send tape and letter telling entire background to D. L. Oglesby, Radio Station KMCO, Conroe, Texas.

Announcer with first class ticket for small town station. Permanent up to $500 monthly depending on ability. No selling. Air mail details with tape and references or phone 51, KORT, Grangeville, Idaho.

Need one announcer, experienced; one announcer-salesman and one combo man for daytime independent in south Georgia. Send resume, photo and tape to WAAG, Adel, Georgia.

We want an announcer, with some experience, who can read news and commercials. Permanent position in ideal community of 15,000. Salary open. Contact WCEM, Cambridge, Maryland.

We need an announcer, sportscaster who also can handle local news . . . we want experience if you have the qualifications . . . send tape and resume to Peter R. Dreyer, Program Director, WENT, 8 West Fulton Street, Gloversville, N.Y.

Announcer-DJ—good voice, dependable and reliable for permanent position. Can pay top salary for right man with experience. Good opportunity and best working conditions. Call or wire John Garrison, WFUN, Huntsville, Alabama.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer — immediate opening, experienced only. Must have car. 1000 watt daytimer in eastern Pennsylvania. Salary depends on ability and experience. Contact Assistant Manager, WLSH, Landsford, Pennsylvania.

Immediate opening, experience required. Work entails both radio and tv duties. Call Frank Wilson, 58611, Richmond, Virginia, WMBG-WTVR or write Post Office Box 5229, sending tape, picture and resume.

Personality disc jockey, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Mississippi.

Announcer-engineer, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Miss.

Florida east coast fulltimer needs good announcer with 1st class license capable of transmitter maintenance. $80 week. A beautiful permanent Florida hometown. WSTU, Box 518, Stuart, Florida.

Two experienced DJ's (morning)—New Orleans, La.—good starting salary—send photo, background and tape—P. O. Box 559, New Orleans, La.

Board operating adlib morning man. Extensive knowledge programming, news, music library. May lead to program director. Good pay in fine midwest town of 40,000. Airmail full details, photo and salary requirements; hold tapes. Also need gal Friday. F. A. Smith, 5316 N. Spaulding Avenue, Chicago 25, Ill.

Technical

Experienced chief engineer for 26-year-old station. Must be able to do maintenance and repair. Excellent pay and working conditions. KODY, North Platte, Nebraska.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

WOWO — Immediate staff opening — qualified transmitter operator—contact Harold Brokaw, WOWO, Fort Wayne, Indiana.

RADIO

Help Wanted—(Cont'd)

WEOL, Elyria, Ohio seeks first class licensed man experienced operation maintenance am-fm transmitters. Duties include remote installation, studio maintenance, no announcing. Ohio resident preferred. Communicate with Harold Kane.

Chief engineer-announcer for 250 watter going to 5 kw soon. Must be able to install and maintain transmitter and directional system. This a permanent position in Florida. Write WPCF, P. O. Box 387, Panama City.

Engineer-announcer. Immediately. WVOS, Liberty, N. Y.

Production-Programming, Others

News bureau editor. Man 23-35, who can write good features and has experience in radio and television script writing and program idea presentation. Good working conditions and benefits in midwest news bureau of one of nation's leading magazine publishers. Salary depends upon experience. Box 434E, B•T.

Wanted: Girl familiar with traffic and accounting. Unusual opportunity for advancement. Box 469E, B•T.

Copywriter: Good home for creative positive sold-on-radio writer who regards good commercials as imaginative challenge. Stimulating people, work money. Send samples, pic, salary details immediately. Burt Levine, WROV, Roanoke, Va.

Situations Wanted

Managerial

General manager. Top sales and programming. Success story. Will make money for you with top performance. Box 448E, B•T.

Salesmen

Salesman-announcer, 6 years experience. Would like DJ, news, programming, sales job or any combination, including station, commercial or program manager. 26 years old, family. Box 450E, B•T.

Announcers

Attention California—Experienced announcer-engineer. Presently employed 1 kw net. Family man. Box 321E, B•T.

Superior staff announcer. Presently employed New York. Network voice—delivery. Minimum, $100. Box 335E, B•T.

Top DJ-announcer. Just left 5000 watt southwestern indie. Desire permanent relocation. Box 354E, B•T.

Announcer, versatile, DJ, news, three years college, $100 a week. Box 365E, B•T.

For Florida. All-round announcer. Ten years radio as staff, morning man, sports director. Three years experience program director. Presently employed. Family. Box 391E, B•T.

Staff announcer. Married, veteran, recent broadcasting school graduate. Knowledge all phases. Will travel. Box 406E, B•T.

Experienced staffer desires east. Combo man. Handle news, record shows, play-by-play. 25, married veteran, 3rd ticket. Currently employed. No floater. $65. Box 421E, B•T.

Help!! Asthma about to kill me. Wheez! Doctor orders high, permanent change. Wheez! Currently in two million population market. Cough! Number one josh disckey and personality in the area. Sputter! One of the so called "big" record spinners of the country. Choke! Best sales record and contacts. Wheez! Any price and any place! I'm desperate. Available now. Please somebody help me. Choke! Box 422E, B•T.

Newsman-announcer, top market eastern full-timer, relocate west coast—California. Experience, college grad. Tape, photo, details, request. Write Box 424E, B•T.

Completing 5th year of play-by-play. Desire larger market for year round sports of any nature. Also news, DJ and/or program director. Box 427E, B•T.

Five years radio. News, staff announcing, and copywriting. Veteran, married, degree. Prefer south or southwest. Excellent references. Box 438E, B•T.

Recent broadcasting school graduate. Good DJ. News, sports, board, tape. Box 442E, B•T.

Sports—experienced all phases play-by-play basketball, baseball, football. Responsibe, married, 25. Currenty employed, wish to relocate up north. Can furnish details, tape and references on request. Box 446E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—experienced in disc shows, good voice, good selling personality. SRT graduate. Also write copy, prefer east or near east coast. Box 451E, B•T.

First class sports man available soon. Eight years radio. Six years play-by-play, Class A baseball, college football. 25, married, one child. Prefer south. Box 453E, B•T.

Announcer-engineer. 1st phone. DA time. Five years behind mike. DJ, classics, special events. Strong news, commercials. Veteran. No drifter, want position with future. Prefer Florida, west Tennessee, Arkansas, Oklahoma. No hillbilly, selling or play-by-play. Now employed, not begging. Tape, references. Box 454E, B•T.

Have five years experience, two years morning man, strong on news, run a pleasant disc show. Would like to locate within one hundred miles of Philadelphia. Box 459E, B•T.

Proven announcer with first class license seeking betterment. Eight years experience as staff man and country music specialist. Sober. Married. Box 461E, B•T.

Announcer, DJ, operate own board. Recent graduate. Good potential. Tape on request. Box 471E, B•T.

Platter spinner, sportscaster, newsman, veteran, single, tape on request. Box 472E, B•T.

Staff announcer. Broadcasting school graduate. Walter Piasecki, 2219 N. Parkside, Chicago. Berkshire 7-6721. After 6:30 p.m.

Desire to relocate in Texas, prefer central or east Texas. College graduate, 10 years experience, 1st class license. Versatile announcer. Contact Jim Robinson, KSUL, Sulpher, Louisiana.

Top play-by-play basketball announcer. Available immediately. Five years experience also doing staff, baseball and football. Write, wire Mike Wynn, 201 West 77th Street, New York City.

Technical

Chief or staff engineer. Fourteen years experience all phases. Family man. Midwest-southwest preferred. Box 431E, B•T.

Chief engineer-announcer wants position in the south as engineer-announcer-salesman. Position must include selling. Will assume duties of commercial manager, if necessary. Have sales training and experience in the insurance field. Box 441E, B•T.

Young, reliable, single, veteran, desires job with good station. 1st phone experience, excellent references. Box 458E, B•T.

Wanted . . . position as engineer, first class radio telephone license 3¾ years experience. Russell Franklin, Lakeview Hotel, Bemidji, Minnesota.

Programming-Production, Others

Need program manager? Radio, tv employed, 8 years. Highest references. Box 439E, B•T.

Young man. Continuity writer. Assistant program director. 2 years experience. Desires writing position with station. N. J., Conn. Resume. Box 443E, B•T.

Program director. Experienced. Well known in industry. Will give your station top programming that sells. Box 449E, B•T.

TELEVISION

HELP WANTED

Managerial

Television sales manager. New vhf station in thriving southern market has opening for experienced sales manager. Reply Box 456E, B•T.

Salesmen

Successful vhf in central Missouri is expanding sales staff. Excellent salary plus monthly bonus arrangement. Want men with at least radio experience. Contact Jim Conwell, Commercial Manager, KOMU-TV, Columbia, Missouri.

WGLV needs an experienced time salesman. Salary plus commission with advancement possibilities. Apply by letter only stating qualifications, experience and salary expected. Enclose small photo. C. R. Thon, WGLV, Easton, Pennsylvania.

Company operating three vhf stations in southeast interested in sales personnel. Excellent salary and commission basis. Send full details to WJTV, Box 8187, Jackson, Mississippi.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Tv announcer wanted by Iowa vhf. Largest coverage in state. Full color booth and on camera. Apply immediately to Box 463E, B•T.

New station on Channel 10 in El Dorado, Arkansas, has openings for experienced announcers. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Technical

Have openings tv transmitter engineer, tv transmitter maintenance engineer, tv studio engineer. Southwestern station. Advise background and salary expected. Box 317E, B•T.

Southeastern vhf tv station has opening for first class engineer with tv experience. Send complete qualifications, references, photograph and salary requirements. Box 467E, B•T.

Engineer — first phone — tv studio maintenance and operation experience in all phases—can develop into assistant chief jon. Write KLIX-TV, Twin Falls, Idaho, experience and salary expected first letter.

KOAT-TV Albuquerque, New Mexico, has excellent openings for experienced tv transmitter operator and wife to live under ideal conditions at mountain top transmitter site. Good salary plus heat, light and lodging for the right man. Contact Ken Sharman at KOAT-TV.

Programming-Production, Others

Advertising and promotion director, vhf, midwest NBC, good market. Need man experienced in advertising market data, sales promotion and publicity on both local and national level. We need promotion and advertising material that sells. Send samples of work, complete resume. Must have photo. Good salary to right man. Box 473E, B•T.

New station on Channel 10 in El Dorado, Arkansas has openings for men or women in continuity, news, and film departments. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

(Continued on next page)

RADIO & TELEVISION SALESMEN

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to: Box 412E

TELEVISION

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

Tv-radio manager desires change. Unusual sales, production record tough metropolitan network markets. Top film buyer. 20 years experience. West, southwest preferred. Box 428E, B•T.

Technical

Television studio technician — maintenance and operation, also radio transmitter—directional antenna experience. First phone, draft exempt, single, car. Box 392E, B•T.

Chief engineer for your future consideration. Now assistant chief of large vhf with all responsibilities of chief. Board experience all phases planning, construction and operation of tv-am-fm. Offer proven ability to right station. Many years with present station, but no room for advancement. Box 432E, B•T.

Tv engineer, 6 years experience. 2 DuMont studio xmtr, 4 RCA studio—3 at key network station. Box 433E, B•T.

Programming-Production, Others

10 years experience includes selling, creating, writing, producing, directing, film, announcing and executive. Would like to "stick with" experience. Surely, some station, network, agency, packager, or sponsor has need. Box 390E, B•T.

Tv director-announcer. Vet. 6 years radio-tv experience. Family. Box 444E, B•T.

Realistic, budgeted programming for medium tv market. Experienced live production and commercial film background. Industry references. Married—vet. Box 445E, B•T.

FOR SALE

Stations

Profitable local small market station in southeast for sale by absentee owner who can not give personal attention. Surface of market hardly scratched. Present cash realization from station would enable return of more than 25% on investment. $75,000. Qualified buyers only. Box 423E, B•T.

FOR SALE—(Cont'd)

Stations

Carolinas local. Single market. Rounded economy. New equipment. Profitable. $15,000 down. Box 470E, B•T.

Central south, single station market, priced at costs, includes land and building, plus modest amount for organization and construction. Paul H. Chapman, 84 Peachtree, Atlanta.

Kentucky secondary market station. Profitable. $50,000, half on terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Southeastern metropolitan market, major network affiliate, grossing over $100,000, priced $125,000. Terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Radio stations for sale, 100 watts day to 50kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail, Hugh R. Norman, Box 534, Davenport, Iowa.

Money maker in middle south, single station market with over $15,000,000 retail sales. Price $45,000. Substantial cash required. Paul H. Chapman, 84 Peachtree, Atlanta.

Have many profitable southeast radio and tv. J. T. Snowden, Box 129, Augusta, Ga.

Equipment

Excess stock of first class, unused, air-cooled and water-cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 302E, B•T.

Fm transmitter for sale—RCA 3kw. Used three years, good condition, less tubes. A little work and you will have a high quality rig at low cost. Submit bid to Box 447E, B•T.

GE TY-13-C, 3 bay low channel antenna. Tuned to channel 4 is suitable for 4, 5 and 6. Antenna in service 1 year, replaced for full power. Is suited as standby or for low to medium power. Crated ready for shipping f.o.b. Harlingen. $3,500. Chief Engineer, KGBT-TV, Harlingen, Texas.

1 RCA TP-16 film projector, $2500.00 1 RCA TK 20 iconoscope film camera less power supplies, $750.00. 6 TA hi-intensity fluorescent studio lights, $50.00 each. WHIO, Dayton, Ohio.

FOR SALE—(Cont'd)

Equipment

For sale: RCA 250 watt transmitter, model 250G. In good operating condition and meets FCC specs. Complete with tubes less 1230kc crystals. $450.00 plus transportation. Ideal Conelrad rig. KISD, Sioux Falls, S. D. Telephone 4-5571.

For sale: One Fairchild 524 turntable with RCA universal pickup. Case somewhat battered, mechanically excellent. Price $375.00. Also one minitape recorder and charger, perfect condition . . . $225.00. Inquire Radio Station WHRV, Box 608, Ann Arbor, Michigan.

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

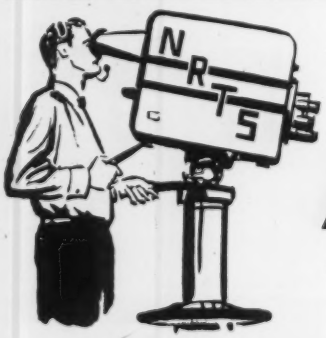
Experienced operator wants station in major market. Profitable operation unimportant; price must be right. Give complete details. Box 385E, B•T.

Stations wanted. Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Your station handled by a broker licensed in your state and holding a first-class ticket. Licensed for 15 years in commercial radio. Offices Texas and Oklahoma. Ralph Erwin. Broker. Box 811, Tulsa.

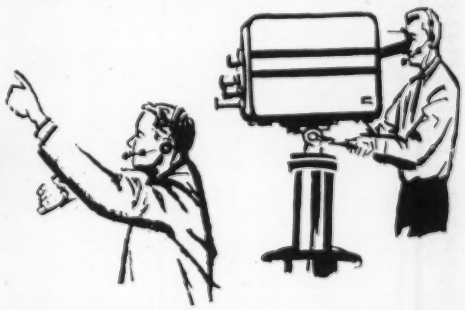
Individual investor will trade highly desirable Rio Grande Valley property for radio station in good market area. Prefer Oklahoma, Texas, Arkansas, Kansas, Louisiana. Must be sound $90,000 to $100,000 value and stand investigation. All replies acknowledged. B. M. Grotkop, 106 N. E. 2nd St., Oklahoma City.

Equipment

We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 303E, B•T.



ACTION!



THAT'S WHAT YOU GET WHEN YOU CALL JOHN BIRREL AT NORTHWEST WITH YOUR TV PERSONNEL NEED. WIRE OR CALL COLLECT TODAY.

SUBSCRIBER NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Equipment

Wanted: Up to 1,200 ft. used 3⅛", 51.5 ohm transmission line—state manufacturer, price and condition. Box 465E, B•T.

Record cutter machine. Lateral. 33⅓-78rpm. Good condition. Write WOKJ, Jackson, Miss.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Salesmen

WANTED

Executive Salesmen Over 35
With Intangible and Advertising

Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1621 Conn. Ave., Washington 9, D. C.

Announcers

WANTED
BY AGENCY
TOP RATED
DJ
MUST HAVE
EXPERIENCE
FIVE YEARS OR MORE
TO HEADLINE
FEATURE
RADIO PRODUCTION

All Replies Confidential

Box 468E, B•T

ANNOUNCER—FIRST PHONE

Emphasis announcer. For Daytimer Directional into Corpus Christi. Afternoon shift, Pop Music—News Format in no snow, vacation, hunting, fishing area. $70.00 up depending upon experience. Prefer paying $80.00 or more to start. Send tape, resume AND phone Collect NOW. Corpus Christi TU 4-1590. Tom Fleet, Radio KANN, Sinton-Corpus Christi, Texas.

RADIO

Help Wanted

Announcers

Experienced Announcers Needed
For
Birmingham, Ala. & Norfolk, Va.

Only experienced men of proven ability considered. Excellent earning potential. Good salary plus talent. Good disc jockeys with news and staff experience desired. Send resume, photo and tape to John E. Miller, Program Director, WTOB, Winston-Salem, N. C.

Situations Wanted

SALES
TV or RADIO

I sell. I'm a gal who sells on air *and* off air. For eight year I have been active in a major eastern market, and I mean active. An hour a day as star talent on a network TV station. Switched to time sales on a top notch independent radio station, where I bill close to $5,000 a month. I now want a warmer climate for myself and my nine-year-old daughter. I must earn $150 a week and would like to double in air work and sales, but predominantly sales. My present employers know of this ad and I have their blessing.

Box 457E, B•T

TELEVISION

HELP WANTED

UNUSUAL TV
SALES OPPORTUNITY

We need an aggressive television time salesman to join one of America's most respected tv, radio and publishing operations. If you're a radio or tv time salesman, stymied in a situation where your ambition, drive and creative sales ability aren't allowed free rein, here's the opportunity for a connection where your talents will be appreciated and rewarded. You'll work in a pleasant midwest community of 100,000 on an attractive commission arrangement. Opportunity for substantial earnings, plus unusually liberal insurance and retirement benefits. If you want to grow with a heads-up tv operation (vhf-CBS) write us your background and qualifications immediately. Box 312E, B•T.

TV ANNOUNCERS

Two positions open for news and sports plus staff work. Fine opportunity to become associated with company owning three stations. This is fastest growing area in nation. If you want to make your ability pay-off in the long run write immediately, including photo.

Box 409E, B•T.

FOR THE RECORD

(Continues from page 116)

KJR Seattle, Wash., and has been granted license of **KHMO Hannibal, Mo.** (see above). Principals include **Lincoln Dellar**, 100% owner **KXOA-AM-FM Sacramento** and applicant for new tv at Redding, Calif. Granted Nov. 9.

WJZM Clarksville, Tenn.—Application for assignment of license to Campbell & Sheftall returned by FCC. Filed on wrong form. Returned Nov. 9.

KBLP Falfurrias, Tex.—Granted assignment of license to Radio Station KBLP Ltd. for $26,000. Principals are **J. W. Stewart**, supermarket owner, and **Bob G. Hicks**, general manager **KVOU Uvalde, Tex.** Granted Nov. 9.

KGVL Greenville, Tex.—Granted assignment of license to Radio Station KGVL Inc. **Truett Kimzey**, station owner, will retain 89% control with 10% going to station manager **Leo Hackney** for $5,000. **Mrs. Kimzey** will own remaining 1%. Granted Nov. 9.

APPLICATIONS

KDON Salinas, Calif.—Seeks assignment of license to **Frank Oxarart Inc.** for $115,000 plus additional cost of some prepaid items, etc. Principals are Pres. **Frank Oxarart** (50%), 20% owner of **KVOA-AM-TV Tucson, Ariz.**, and 26⅔% owner **KRKD-AM-FM Los Angeles**; Vice Pres. **Lucile Oxarart** (no stock), officer in applicant's holdings, and Sec.-Treas. **John D. Feldmann Jr.** (50%), radio-tv producer. Filed Nov. 9.

KOLN-TV Lincoln, Neb.—Seeks transfer of control from Cornhusker Radio & Television Corp. a subsidiary of **Fetzer Bcstg. Co.** to **John E. Fetzer** for $15,000 cash plus assumption of $200,000 in liabilities. Mr. Fetzer owns 52% of Fetzer Bcstg. Co. and will own all of KOLN-TV. Filed Nov. 9.

WABD (TV) New York-WTTG (TV) Washington, D. C.—Seeks transfer of control of **DuMont Bcstg. Corp.** from Allen B. DuMont Labs. Inc. to common stockholders. Largest single owner is

FOR SALE

TOWER & ANTENNA

Blaw-Knox tower, self-supporting, type 40, 287 feet, complete with lighting equipment.

GE 8-bay turnstile antenna, Channel 12, 50 kw rating.

GE 50 kw diplexer.

Andrew transmission line, 3⅛ inch, 50 ohm, 600 feet, with hangers.

Contact Phil Hedrick, WSJS Television, Winston-Salem, North Carolina.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

MISCELLANEOUS

Attention—Program Directors
Highlight your program with
"VIOLETS FOR CHRISTMAS"
Professional copies available
Topik Tunes, 631 Knowles,
Royal Oak, Mich.

and will be Paramount Pictures Corp. with 26.6% of outstanding stock. No consideration. Filed Nov. 9.

WTIV Titusville, Pa.—Seeks transfer of control of permittee corporation to **Robert Z. Morrison, Victor D. Lindeman Jr., Myron Jones,** and **Robert Sauber.** Original stockholders were Messrs. Lindeman and Morrison and Patrick A. Petrino, equal partners. After approval by FCC Mr. Lindeman will hold 4%, Mr. Morrison 32% and Mr. Petrino, none. Messrs. Jones and Sauber will each own 32%. Mr. Jones is owner **WHOT Campbell, Ohio,** and president of **WJET Erie, Pa.** Mr. Sauber is Westinghouse sales engineer. Filed Nov. 7.

KORN Mitchell, S. D.—Seeks assignment of license to **R. V. Eppel,** (d/b as Mitchell Bcstg. Assn.), present 50% owner and general manager of station, for $50,000. Filed Nov. 8.

Hearing Cases . . .

FINAL DECISIONS

Tv Monitors—Nov. 3 FCC finalized rule making and amended Part 3 of its rules to set forth requirements for type approval of frequency monitors for vis. and aur. trans. and for modulation monitors for aur. trans. of tv stations. New rules become effective Dec. 12. However, in view of fact that some outstanding monitors may not meet new requirements stations have until June 1, 1957, to fully comply.

Trans.-Ant. Locations—Nov. 9 FCC denied proposal that tv trans. and ant. be located within five miles of nearest boundary of principal city to be served, which was subject of notice of proposed rule making based on petition by **WKNX-TV Saginaw, Mich.**

KSDA Redding, Calif.—Nov. 3 FCC on petition of KSDA Redding dismissed July 15 show cause order and proceeding in docket case.

WAVZ New Haven, Conn.—Commission announced its decision of Nov. 3 granting application to change facilities of WAVZ New Haven, Conn., from 1260 kc, 1 kw D to 1300 kc, 1 kw DA-N, unl., with waiver of Sec. 3.28 (c) "10% rule", conditions and denying application of Key Bcstg. System Inc., for new station to operate on 1300 kc, 1 kw D in Bay Shore, N. Y. Comrs. Hyde and Mack abstaining from voting; Comr. Webster dissenting to grant.

INITIAL DECISIONS

KPLN Camden, Ark.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward setting aside and cancelling FCC action of April 1, 1953, granting assignment of cp for KPLN Camden, from Leo Howard, tr/as Mid-South Bcstg. Co., to D. R. James Jr., and denying said application. Grant had been protested by **KAMD Camden.** Action Nov. 3.

Harlan, Ky.—Hearing Examiner Basil P. Cooper issued initial decision looking toward setting aside Commission action of July 13 postponing effective date of grant of application of **WKYV** for new am station to operate on 1410 kc, 1 kw D in **Harlan, Ky.,** and affirming and reinstating May 18 grant of said application, which had been protested by **WHLN** also **Harlan.** Action Nov. 7.

Painesville, Ohio—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Theodore H. Oppegard and Carl R. Lee, d/b as Somerset Bcstg. Co., for new am to operate on 1460 kc, 500 w D in Painesville. Action Nov. 9.

Chattanooga, Tenn.—Hearing Examiner J. D. Bond issued supplemental initial decision looking toward grant of application of Mountain City Television Inc. for new tv to operate on ch. 3 in Chattanooga and denial of competing application of WDOD Bcstg. Corp. Announced Nov. 8.

OTHER ACTIONS

WAVZ New Haven, Conn.—Nov. 3 FCC, on petition of Broadcast Bureau, corrected in various respects transcript of oral argument in proceeding on am applications of Key Bcstg. System Inc., Bay Shore, N. Y., and WAVZ New Haven.

New Castle-Salem, Ind.—Designated for consolidated hearing application of Courier-Times Inc., New Castle, for new am station to operate on 1220 kc, 250 w DA-D and **WSLM Salem** to increase power on same frequency from 250 w to 1 kw D. **WHBU Anderson, Ind.,** was made party to proceeding. Action Nov. 9.

Elmira, N. Y.—Central New York Bcstg. Corp. and **Triangle Pub. Inc.** designated for consolidated hearing on Jan. 2, 1956 in re applications for new satellite tv to operate on ch. 18 in Elmira. Action Nov. 9.

Radio Herkimer, Herkimer, N. Y.; WBSM New Bedford, Mass.; WBEC Pittsfield, Mass.—Designated for consolidated hearing applications of Radio Herkimer for new am to operate on 1420 kc, 1 kw D, WBSM to change from 1230 kc, 100 w unl. to 1420 kc, 1 kw DA-1 unl. and WBEC to change from 1490 kc, 250 w unl. to 1420 kc, 1 kw DA-2 unl. Action Nov. 9.

WNYC New York, N. Y.—Nov. 2 FCC granted waiver of Sec. 3.41 and mod. outstanding permit to install 5 kw trans. for operation with 1 kw during regular broadcast period.

Leaksville, N. C.—Nov. 9 FCC proposed amending fm allocation plan to substitute ch. 233 for ch. 247 in Leaksville to facilitate consideration of pending application of **WLOE-FM** for mod. of cp to change from ch. 247 to ch. 233. Present operation on ch. 247 causes interference in area to reception of **WSLS-TV Roanoke, Va.** Comments may be filed by Dec. 9.

Lorain, Ohio—Sanford A. Schafitz notified that FCC designated for hearing his application for new am to operate on 1380 kc, 500 w D; make **WTTH Port Huron, Mich.,** and **WSPD Toledo, Ohio,** parties to proceeding. Action of Nov. 2.

WTOD, WTRT (FM) Toledo, Ohio—Are being advised no action will be taken on application for assignment of licenses from Unity Corp. Inc., of which Edward Lamb is major stockholder, to Booth Radio & Television Stations Inc. pending outcome of renewal hearing involving **WICU (TV) Erie, Pa.** Action Nov. 9.

Elizabethtown-Columbia, Pa.—Musser Bcstg. Co., Colonial Bcstg. Co., both Elizabethtown, and Radio Columbia, Columbia, designated for consolidated hearing applications for new am stations (Musser to operate on 1580 kc, 1 kw D; Colonial on 1600 kc, 500 w D, and Radio Columbia on 1580 kc, 500 w D) and made **WPGC Morningside, Md.,** party to proceeding. Action Nov. 9.

WJET Erie, Pa.—Nov. 9 FCC denied petition by Roy L. Albertson, licensee of **WBNY Buffalo, N. Y.,** seeking to defer action on WJET license application and request for program tests.

Greeneville, Tenn.—Nov. 9 FCC proposed to amend fm allocation table to provide channel in Greeneville, Tenn., to facilitate consideration of pending appplication by Radio Greeneville Inc. This would be done by substituting ch. 246 for ch. 235 in Greenville, S. C., and exchanging ch. 271 for ch. 246 at Clemson, S. C., in order to make ch. 235 available in Greeneville, Tenn. Comments may be filed by Dec. 9.

WPAR-AM-FM Parkersburg, W. Va.-WBLK-AM-TV Clarksburg, W. Va.—Are being advised application for transfer of control from News Pub. Co. to WSTV Inc. **(WSTV-AM-FM-TV Steubenville, Ohio)** indicates necessity of hearing. Action Nov. 9.

Routine Roundup . . .

November 2 Decisions

BROADCAST ACTIONS

By The Commission

SCA

KITE-FM San Antonio, Tex.; WPIC-FM Sharon, Pa., WMMW-FM Meriden, Conn.; KUTE (FM) Glendale, Calif.; KING-FM Seattle, Wash.; WLDM (FM) Oak Park, Mich.; KSON-FM San Diego; WFLY (FM) Troy, N. Y.; WJDX-FM Jackson, Miss.

Renewal of License

WTMJ-TV Milwaukee, Wis.

November 4 Applications

ACCEPTED FOR FILING

Modification of Cp

KPMC Bakersfield, Calif.—Seeks mod. of cp (as mod. which authorized increase power and make equipment changes) for extension of completion date.

KWEW Hobbs, N. M.—Seeks mod. of cp (as mod. which authorized change in frequency, increase power and make equipment changes) to extend completion date.

WNRG Grundy, Va.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

KEDD (TV) Wichita, Kan.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 90 days from Nov. 27.

WBRE-TV Wilkes-Barre, Pa.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to June 1956.

KRLD-TV Dallas, Tex.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to June 2, 1956, and make other minor equipment changes.

KETC (TV) St. Louis, Mo.—Seeks mod. of cp (as mod. which authorized new non-commercial educational tv station) to extend completion date.

License to Cover Cp

KYTV (TV) Springfield, Mo.—Seeks license to cover cp (as mod.) which authorized new tv station.

Renewal of License

WKEI Kewanee, Ill.

November 7 Decisions

ACTIONS ON MOTIONS

By Comr. E. M. Webster

KNAC-TV American Television Co., Southwestern Pub. Co., Fort Smith, Ark.—Granted joint petition for extension of time to Nov. 11 to file reply briefs to exceptions to initial decision re application for assignment of cp and extension of time to construct station KNAC-TV. Action Nov. 2.

By Hearing Examiner Herbert Sharfman

WNIA Cheektowaga, N. Y.—Granted petition for continuance of hearing to Nov. 29 re application for mod. of permit to extend completion date of WNIA. Action. Nov. 2.

By Hearing Examiner Annie Neal Huntting

Mercer Bcstg. Co., Trenton, N. J.—Granted petition for extension of time to Nov. 28 to file proposed findings of fact and conclusions of law in proceeding on am applications of Mercer and Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills, Pa. Action Nov. 3.

By Hearing Examiner Basil P. Cooper

Connecticut—Issued order to govern conduct of hearing on am applications of Manchester Bcstg. Co., Manchester, Conn., Regional Bcstg. Co., East Hartford, Conn., and Brothers Bcstg. Corp., Hartford, Conn. Action Nov. 4.

Manchester Bcstg. Co., Manchester, Conn.—Granted petition for extension of time to Nov. 18 for engineering information to be offered in evidence in response to all issues involving engineering to be exchanged with the parties in proceeding on am applications of Manchester Bcstg. Co., Regional Bcstg. Co., East Hartford, Conn., and Brothers Bcstg. Corp., Hartford, Conn.; start of evidentiary hearing remains Nov. 21. Action Nov. 3.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted motion for continuance of hearing to Dec. 29 in proceeding for ch. 3. Action Nov. 3.

By Hearing Examiner J. D. Bond

The Cerritos Bcstg. Co., Signal Hill, Calif.—Granted petition for leave to amend its am application to delete name of partner who has withdrawn and substitute new partnership consisting of three remaining partners and show various related changes in application and exhibits. Action Nov. 1.

By Hearing Examiner H. Gifford Irion

WOI Ames, Iowa—Ordered further hearing on Nov. 10 re application of Iowa State College of Agriculture & Mechanic Arts for SSA to operate WOI Ames additional hours. Action Nov. 3.

By Hearing Examiner Hugh B. Hutchison

Indianapolis, Ind.—Issued statement and order setting forth procedures to govern hearing on am applications of Rollins Bcstg. Inc., Indianapolis, Ind., et al: affirmative written cases to be presented and exchanged by Nov. 10; written requests for information from opposing parties to be served by Nov. 21; final prehearing conference

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

to be held Nov. 29 and hearing to begin Dec. 12. Action Nov. 4.

November 7 Applications

ACCEPTED FOR FILING

Modification of Cp

KWWL Waterloo, Iowa — Seeks mod. of cp (which authorized increased power and DA-N system changes) for extension of completion date.

Remote Control

KXOL Fort Worth, Tex.

SCA

WCPO-FM Cincinnati, Ohio.

Renewal of License

WTKM Hartford, Wis.; WRIT Milwaukee, Wis.; KWPM-FM West Plains, Mo.

License to Cover Cp

WCMC Wildwood, N. J.—Seeks license to cover cp which authorized changing ant.-trans. location.

WFNW Fargo, N. D.—Seeks license to cover cp which authorized new am station.

WCBR Memphis, Tenn.—Seeks license to cover cp which authorized changing ant.-trans. location.

KTLU Rusk, Tex.—Seeks license to cover cp which authorized new am station.

WFCR Fairfax, Va.—Seeks license to cover cp which authorized new am station.

WSBT-TV South Bend, Ind.—Seeks license to cover cp which authorized new tv station.

WJAR-TV Providence, R. I.—Seeks license to cover cp which authorized changes in existing tv station.

November 8 Applications

ACCEPTED FOR FILING

Remote Control

KWHW Altus, Okla.

License Application Returned

WGOL Goldsboro, N. C.—Application for license to cover cp which authorized new am station returned (Sec. II and engineering dated after verification of Sec. I).

Renewal Application Returned

KCHA Charles City, Iowa—Returned to be signed and notarized.

November 9 Decisions

BROADCAST ACTIONS

Renewal of License

KFIZ Fond du Lac, Wis.; WAAF Chicago; WAIT Chicago; WATW Ashland, Wis; WAUX Waukesha, Wis.; WBAY Green Bay, Wis.; WBIZ Eau Claire, Wis.; WBKV West Bend, Wis.; WCAZ Carthage, Ill.; WCBD Chicago; WCIL Carbondale, Ill.; WCLO-AM-FM Janesville, Wis.; WCMY Ottawa, Ill.; WCNT Centralia, Ill.; WCRA Effingham, Ill.; WCVS Springfield, Ill.; WDAN Danville, Ill.; WDLB-AM-FM Marshfield, Wis.; WDOR Sturgeon Bay, Wis.; WDQN DuQuoin, Ill.; WDSM Superior, Wis.; WDWS Champaign, Ill.; WDZ Decatur, Ill.; WEKZ Monroe, Wis.; WENR-FM, Chicago; WFHR-AM-FM Wisconsin Rapids, Wis.; WFIW Fairfield, Ill.; WFMF (FM) Chicago; WFOX Milwaukee; WFRL Freeport, Ill.; WGGH Marion, Ill.; WGIL Galesburg, Ill.; WGN Chicago; WHA Madison, Wis.; WHBF-AM-FM Rock Island, Ill.; WHBL-AM-FM Sheboygan, Wis.; WHBY Appleton, Wis.; WHCO Sparta, Ill.; WHOW Clinton, Ill.; WIBA-AM-FM Madison; WIBU Poynette, Wis.; WIBV Belleville, Ill.; WILL Urbana, Ill.; WINI Murphysboro, Ill.; WIRL Peoria, Ill.; WISC-AM-FM Madison, Wis.; WISN Milwaukee; WIZZ Streator, Ill.; WJBC-AM-FM Bloomington, Ill.; WJJD Chicago; WJMC-AM-FM Rice Lake, Wis.; WJOL Joliet, Ill.; WJPF Herrin, Ill.; WJPG Green Bay, Wis.; WKAI Macomb, Ill.; WKBH LaCrosse, Wis.; WKID Urbana, Ill.; WKLJ Sparta, Wis.; WKOW Madison, Wis.; WKRO Cairo, Ill.; WLBH-AM-FM Mattoon, Ill.; WLBK DeKalb, Ill.; WLBL Auburndale, Wis; WLDS-AM-FM Jacksonville, Ill.; WLS Chicago; WMAM Marinette, Wis.; WMAQ-AM-FM Chicago; WMAY Springfield, Ill.; WMBD-AM-FM Peoria, Ill.; WMBI Chicago; WMFM (FM) Madison, Wis.; WMIL Milwaukee; WMIX-AM-FM Mt. Vernon, Ill.; WMNE Menomonie, Wis.; WNAM Neenah, Wis.; WOBT Rhinelander, Wis.; WOKY Milwaukee; WOKZ Alton, Ill.; WOMT Manitowoc, Wis.; WOSA Wausau, Wis.; WPDR Portage, Wis.; WPFP Park Falls, Wis.; WPLY Plymouth, Wis.; WPRC Lincoln, Ill.; WPRE Prairie du Chien, Wis.; WPRS-AM-FM Paris, Ill.; WRAC Racine, Wis.; WRCO Richland Center, Wis.; WRDB Reedsburg, Wis.; WRIT Milwaukee; WRJN-AM-FM Racine, Wis.; WRMN Elgin, Ill.; WROK-AM-FM Rockford, Ill.; WROY Carmi, Ill.; WRRR Rockford, Ill.; WSEI-FM Effingham, Ill.; WSIV Pekin, Ill.; WSMI Litchfield, Ill.; WSOY-AM-FM Decatur, Ill.; WSPT Stevens Point, Wis.; KBLO Hot Springs, Ark.; WSWW Platteville, Wis.; WTMJ Milwaukee; WLPO LaSalle, Ill.; WSBC Chicago; WSDR Sterling, Ill.; WEAU-TV Eau Claire, Wis.; WTAX-AM-FM Springfield, Ill.; WTCH Shawano, Wis.; WTMV East St. Louis, Ill.; WTTN Watertown, Wis.; WEPS Elgin, Ill.; WHA-FM Madison, Wis.; WHHI Highland, Wis.; WHLA Madison, Wis.; WHSA Highland Township, Wis.; WHWC Madison, Wis.; WNIC DeKalb, Ill.; WILL-FM Urbana, Ill.; WHAD Madison, Wis.; WBAY-TV Green Bay, Wis.; WBKB Chicago; WCIA Champaign, Ill.; WDSM-TV Superior, Wis.

Modification of Cp

WNBE-TV New Bern, N. C.—Granted mod. of cp for extension to April 9, 1956, to complete construction of new tv station and dismissed Oct. 5 petition by Commonwealth Bcstg. Corp. seeking to vacate WNBE-TV's cp and dismiss extension request.

SCA

WFNC-FM Fayetteville, N. C.; WWMT (FM) New Orleans, La.; WHDL-FM Alleghany, N. Y.; KTYL-FM Mesa, Ariz.; WKRC-FM Cincinnati, Ohio; WMCF (FM) Memphis, Tenn.; KHFM (FM) Albuquerque, N. M.

November 9 Applications

ACCEPTED FOR FILING

License to Cover Cp

WSAC Radcliff, Ky.—Seeks license to cover cp which authorized new am station.

KLFT Golden Meadow, La.—Seeks license to cover cp which authorized new am station.

WMLP Milton, Pa.—Seeks license to cover cp which authorized new am station, specify studio location and operate trans. by remote control.

WKTQ South Paris, Me.—Seeks license to cover cp which authorized new am station.

WGMS Bethesda, Md.—Seeks license to cover cp which authorized changing trans.-studio-station locations, change from D to unl., change power, and install DA-2.

WLNA Peekskill, N. Y.—Seeks license to cover cp which authorized installation of new ant. and changes in ground system.

WLSV Wellsville, N. Y.—Seeks license to cover cp which authorized new am station.

WHPB Belton, S. C.—Seeks license to cover cp which authorized new am station.

WMCD Welch, W. Va.—Seeks license to cover cp which authorized new am station.

Cp

WEAM Arlington, Va.—Seeks cp to replace expired cp which authorized changes in DA-D; change from DA-1 to DA-2.

Renewal of License Returned

KWBG Boone, Iowa (dated incorrectly).

Modification of Cp

WJBK-TV Detroit, Mich.—Seeks mod. of cp to install new ant. system and make other equipment changes.

KGVO-TV Missoula, Mont.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 17, 1956.

WIMA-TV Lima, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 6, 1956.

KRSM (TV) Yakima, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 1, 1956.

Broadcast Bureau Decisions

Actions of Nov. 3

WDAS Philadelphia, Pa.—Granted license to cover cp which authorized change frequency, increase power, install DA-2 and change trans. location.

KITI Chehalis, Wash.—Granted mod. of license to change name of licensee to KITI Corp.

WJPB-TV Fairmont, W. Va.—Granted cp replacing cp expiring Jan. 16, 1956.

KETC (TV) St. Louis, Mo.—Granted mod. of cp to extend completion date to May 6, 1956.

WFAA-TV Dallas, Tex.—Granted mod. of cp to extend completion date to April 24, 1956.

WTVD (TV) Durham, N. C.—Granted mod. of cp to extend completion date to May 7, 1956.

WDBJ-TV Roanoke, Va.—Granted mod. of cp to extend completion date to May 30, 1956.

KTLA (TV) Hollywood, Calif.—Granted mod. of cp to extend completion date to May 1, 1956.

Actions of Nov. 4

WAUG-FM Augusta, Ga.—Granted extension of STA to waive Sec. 3.261 of rules to remain silent until Nov. 15.

KPFA (FM) Berkeley, Calif.—Granted cp to replace expired cp.

WNRG Grundy, Va.—Granted mod. of cp for extension of completion date to Dec. 1.

WMVA Martinsville, Va.—Granted license to cover cp which authorized erection of new ant. and mount fm ant. on top.

WTNC Ocala, Fla.—Granted license to cover cp to increase D power.

WCPC Houston, Miss.—Granted license to cover cp which authorized new am station.

WCPR Etowah, Tenn.—Granted license to cover cp which authorized new am station.

KDJI Holbrook, Ariz.—Granted license to cover cp which authorized new am station.

KMIL Cameron, Tex.—Granted license to cover cp which authorized new am station.

KTIX Salem, Ore.—Granted mod. of cp for extension of completion date to Jan. 10, 1956.

KPMC Bakersfield, Calif.—Granted mod. of cp for extension of completion date to Dec. 29.

KWEW Hobbs, N. M.—Granted mod. of cp for extension of completion date to Dec. 31.

WABR Winter Park, Fla.—Granted cp to mount tv ant. on top of am tower.

Actions of Nov. 7

KRLD-TV Dallas, Tex.—Granted extension of completion date to June 2, 1956.

WBRE-TV Wilkes-Barre, Pa.—Granted extension of completion date to June 1, 1956.

KEDD (TV) Wichita, Kan.—Granted extension of completion date to May 27, 1956.

KRMW The Dalles, Ore.—Granted license to cover cp which authorized new am station.

WFCR Fairfax, Va.—Granted license to cover cp which authorized new am station.

KOZE Lewiston, Idaho—Granted license to cover cp which authorized new am station.

WAYE Dundalk, Md.—Granted license to cover cp which authorized new am station.

KBTK Missoula, Mont.—Granted license to cover cp which authorized new am station.

Actions of Nov. 8

KSBR-FM Stockton, Calif.—Granted mod. of cp to extend completion date to May 12, 1956.

WTMH (FM) Providence, R. I.—Granted license to cover cp.

WSLN (FM) Delaware, Ohio—Granted renewal of license.

WNOW-FM York, Pa.—Granted renewal of license.

KLIN Lincoln, Neb.—Granted cp to make change in ant. system.

KWWL Waterloo, Iowa—Granted mod. of cp for extension of completion date to June 2, 1956.

UPCOMING

NOVEMBER

Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Milwaukee.
Nov. 16: RAB Clinic, Chicago.
Nov. 17: RAB Clinic, Indianapolis.
Nov. 17: National Television Film Council Fall Tv Film Forum, Hotel Delmonico, New York.
Nov. 17-19: Radio-Tv News Directors Assn. Convention, Denver.
Nov. 18: RAB Clinic, Detroit.
Nov. 19: Arizona Broadcasters Assn. Meeting, Hotel Rancho Grande, Nogales, Ariz.
Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 28: Tennessee Assn. Broadcasters, Hotel Peabody, Memphis.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 262, The Senate, Ottawa, Ont.
Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

NARTB Regional Meetings

Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Negotiations • Financing • Appraisals

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Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

Losing Amateur Standing

WITHOUT considering what difficulties, if any, were invited by KRNT-TV Des Moines when it decided to telecast the Nov. 5 Iowa-Minnesota football game against the rules of the National Collegiate Athletic Assn., we suggest that the forbidden telecast served at least one good purpose.

It emphasized the feudalistic nature of the monopoly which the NCAA is operating in college football television.

As reported elsewhere in this issue, NCAA rules forbade the Des Moines station to telecast the Iowa-Minnesota game, which was being fed to other CBS stations, because of another game between Iowa State and Nebraska being played within KRNT-TV's viewing area.

In defiance of the rule, KRNT-TV picked the Iowa-Minnesota game off the CBS line. The action creates an interesting question as to whether CBS, as a party to a contract with the NCAA, is responsible for the observance of that contract by its affiliates. But that question is not for us to answer. Indeed it would be a pity if consideration of that and other questions in this single case were allowed to obscure the infinitely bigger question of how long the NCAA will be permitted to continue its restrictive football policy.

The longer the policy lasts the more evident it is that the NCAA is corrupting an amateur sport with the rankest kind of commercialism.

Push-Button Ratings?

THERE may be more than meets the eye in the intriguing project of TelePrompTer Corp. to establish a nationwide telegraphic network to serve the broadcast media with a traffic control system which would reduce transmission time from hours to minutes and also cut costs.

If the plan, as outlined to the FCC, works as its entrepreneurs predict, the ultimate by-products could surpass the main function in usefulness to the buyers and sellers of broadcast advertising. One of the problems that has beset the buyer has been time clearance. The TelePrompTer project, according to President Irving B. Kahn, would take care of that neatly by almost instantaneous interchange of information, along with transmission of program changes, cueing, features, advertising copy and outage reports to networks.

Even more thought-provoking is the comment that the "network" also "will provide statistical information not now readily available . . . to augment material now employed by agency timebuyers in their selection of facilities." Could this be an automation development whereby, through use of push-buttons and calculating machines, the advertiser could learn in minutes just how many sets were tuned to his program? The FCC was told that a kind of "program rating service" could be performed. Therein may lie the eventual answer to broadcasting's biggest controversy.

Mr. Kahn promises a nationwide public test soon. The plan is to make the project operative in about six months, with an original facility cost of $5 million. There are lots of folks among advertisers, agencies, stations, station representatives and the networks who will be watching with avid interest.

Where to Start the Cure

THE present Congressional investigation of government secrecy can, if properly managed, result in arresting if not reversing an alarming trend toward suppression of information at the source.

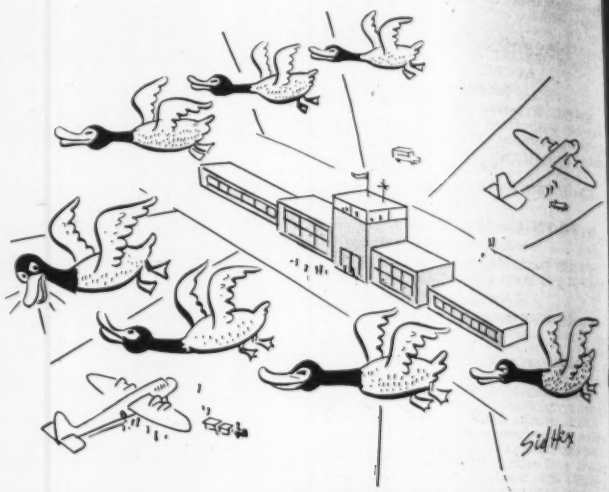
This suppression takes many forms and affects all news media. Needless to say the ultimate harm is to the public which has a right to know what its government is doing and can exercise that right only if it pays attention to news media and only if the media are able to find out what the government is doing.

The fight against suppression is everybody's fight. But in one respect it is an especially difficult fight for the two newest (and newsiest) news media, radio and tv. They are being locked out of places to which other news agencies are admitted. They are being doubly suppressed.

Among 13 journalists who testified before the committee last Monday was Theodore F. Koop, director of CBS news and public affairs in Washington, representing radio-tv. Mr. Koop pointedly summarized the problems of those media in these words:

". . . The biggest setback to radio and television news coverage of the federal government this last year has come from the House of Representatives itself. As you know, Speaker Rayburn held that under House rules only pencil and paper reporters can have access to House committee hearings. The [Radio-Television News Directors Assn.] and other broadcasting organizations protested this discrimination to no avail. We have even been denied permission to record or televise this hearing. I cannot help but call to mind the old proverb, 'Physician, heal thyself.' "

The subcommittee's investigation would look more promising if it took Mr. Koop's advice.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Don't try anything fancy over airports . . . remember what happened to Godfrey!"

We'll Sit This One Out

ALL advertising media have cooperated wholeheartedly with the government in providing free time and space for public service campaigns. One of the most meritorious, and most successful, has been the U. S. Savings Bond drive, continuing from the "War Bond" days. The Advertising Council, representing all branches of advertising, without expense to Uncle Sam, continues to perform commendable service in coordinating these campaigns equitably.

Secretary of the Treasury Humphrey is quoted in the November Savings Bond solicitation letter as saying that the tremendous success of the bond drive (over $5 billion per year in public sales) comes about through voluntary cooperation. He pointed out that magazine publishers (that's how we got this letter) contribute millions of dollars worth of space each year.

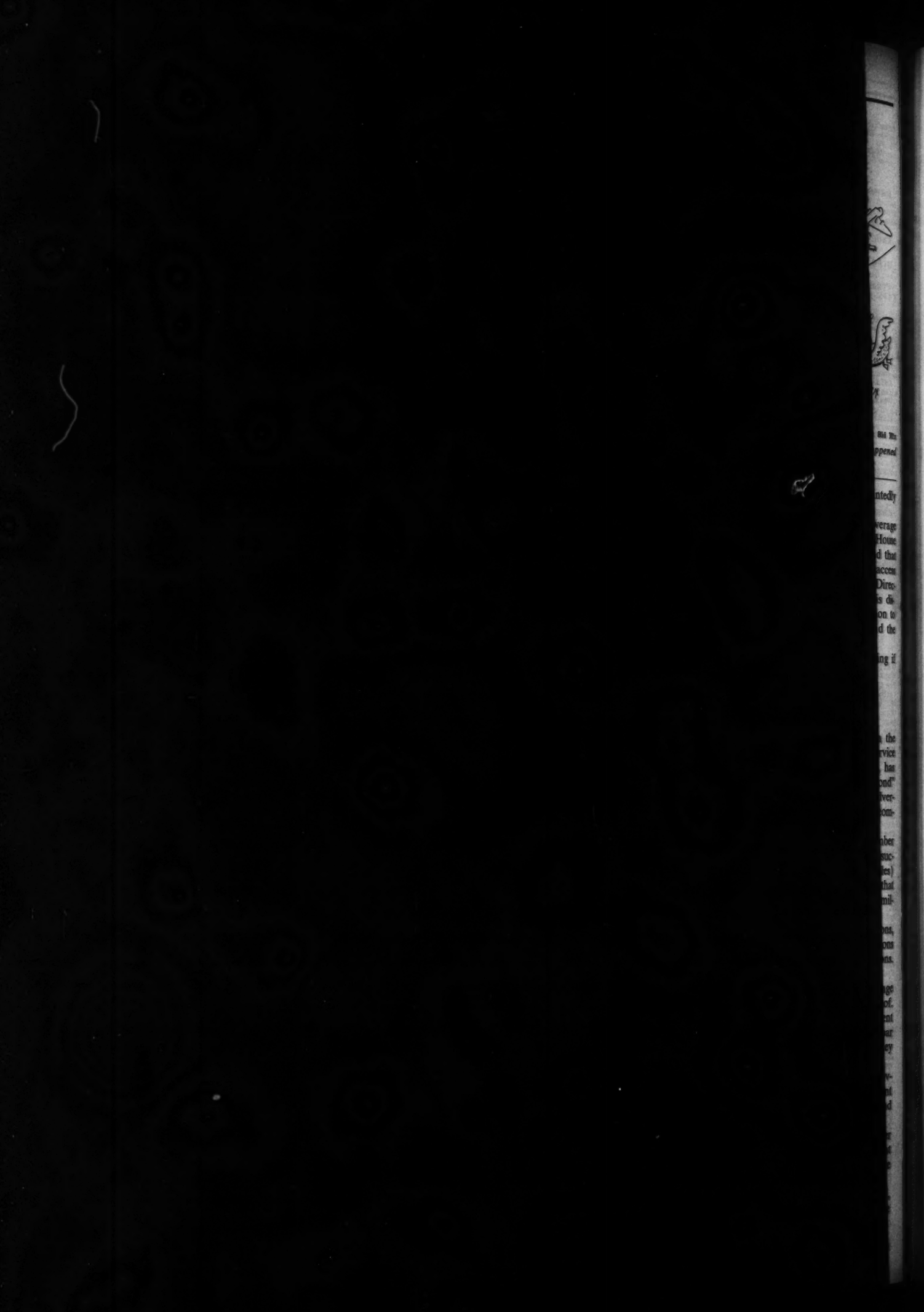
No doubt that is so. We, along with most other publications, carry these public service ads, just as billions of listener impressions are made each year by the broadcast media in time contributions. All this is premised upon the effectiveness of advertising.

We were prepared, as always, to okay the November full page after reading the Treasury's form letter. Then we eyed the proof. Looking at us was a half-page picture of the chairman and president of the Hershey Chocolate Corp., at his desk, with a big Hershey bar propped up in full display at his elbow. The headline read: "Hershey Employes cited for Payroll Savings Plan."

The stock credit line at the bottom read: "The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and . . . [then you're supposed to fill in your publication's name]."

The irony of this is that Hershey buys no advertising, and never has. Why should it be given free space or time to the detriment of competitors who pay for their advertising and thus help make possible these public service contributions?

If the Advertising Council and Secretary Humphrey don't mind, we'll sit this one out. (We'll be glad to run two next month, if the folks involved believe in advertising.)



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KSLA

CHANNEL 12 SHREVEPORT

COVERING THE RICH ARK-LA-TEX AREA

LOWEST COST PER THOUSAND

...because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

23 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 23 months of telecasting to its credit.

Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

...and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...

More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

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KSLA CHANNEL 12

Affiliated with CBS and ABC